SYST H4206: Strategic Management & Information Systems

Module Title:	Strategic Management & Information Systems
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Strategic Management: Traditional lectures with workshops for groups. Information Systems: Traditional theory classes incorporating class interaction. Workshop style classes for implementing emerging IS frameworks and case studies.

Module Aim:	To provide the student with an in-depth analysis of strategic IS/IT planning and IS portfolio implementation within an modern enterprise. Strategic Management will directly link to the Business Management syllabi. In particular, students should be familiar with organisational structures, corporate culture and tools of external analysis that will be taken to a higher level of study in Strategic Management. The main objective of this subject is to enable students to draw up comprehensive strategic plans and to develop a framework for strategic implementation. To provide the student with an in-depth analysis of strategic IS/IT planning and IS portfolio implementation within an modern enterprise

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Analyse and evaluate Opportunities and Threats in the external organisational environment
LO2	Apply range of concepts and tools to identify, analyse and evaluate competitive advantage of current organizations
LO3	Develop and recommend appropriate strategies for an organisation using tools and techniques offered by management theory
LO4	Analyse current areas of interest in strategic management which drive the development of strategic information systems
LO5	Evaluate and apply the techniques used to plan, develop and implement strategic information systems.

Pre-requisite learning		
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*		
4434	MGMT H3203	Business Management
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*		
No incompatible modules listed		
Co-requisite Modules		
No Co-requisite modules listed		
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*		
3rd year Information Systems Engineering or equivalent		

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Module Content & Assessment

Indicative Content
Strategic Overview Leadership, Strategy, and Competitive Advantage; Opportunities and Threats - Analysis of the External Environment
Competitive Advantage Competencies and Profitability - Analysis of Internal Resources; Strategy at the Functional Level
Formulating strategic options Strategy at the Business Level; Industry Environment and Business -Level Strategy; Strategy at the Corporate Level; Corporate Diversification Strategy
Technology and Business Strategy Technological Change, Disruptive Technology, Architectural Innovation, Dominant Design
Implementing Strategy Performance and Governance; Corporate Social Responsibility
Strategic Information Systems Strategic role of information systems; evolution of systems to support competitive positioning of an organisation. Strategic informations systems and value chain analysis. Internal and external value chains and their impact on IS/IT. Competitive forces model and its impact on IS/IT development (4 hours) Adopting a process-based perspective to IS development. Problems with functional systems. The role of BPR in systems development
Enterprise Resource Planning (ERP) Topical issues associated with ERP implementation in the modern enterprise e.g. configurability, best practice etc.
Strategic Planning for Information Systems Links between information systems strategy and business strategy; establishing a strategic information systems planning process; barriers to aligning information systems strategy with business strategies; planning frameworks and approaches; contents of an information systems strategic plan.
System Implementation Strategies Current frameworks and techniques for strategic information systems development and implementation.
Case Studies Case studies in strategic information systems implementation.
Current/Emerging Issues Current/emerging issues in terms of information systems for strategic advantage.

Assessment Breakdown	%
Continuous Assessment	65.00%
End of Module Formal Examination	35.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Team -based Project and Presentation	1,2,3	50.00	Week 13
Other	Continous Assessment	4,5	15.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Formal Exam	No Description	4,5	35.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	30 Weeks per Stage	2.00
Tutorial	30 Weeks per Stage	0.50
Estimated Learner Hours	30 Weeks per Stage	2.50
	Total Hours	150.00