

A close-up, slightly blurred photograph of a hand holding a glass filled with orange juice. The hand is positioned on the right side of the frame, with fingers wrapped around the glass. The glass is transparent, and the orange liquid inside is visible. The background is a soft, out-of-focus mix of light blue and white, suggesting a bright, airy environment. The overall composition is clean and modern, with a focus on the hand and the drink.

MIS 131: Information Systems Administration

Part I: Introduction

How Organizations Deal with IT

Manage IT

Align IT with the strategic thrusts of the organization

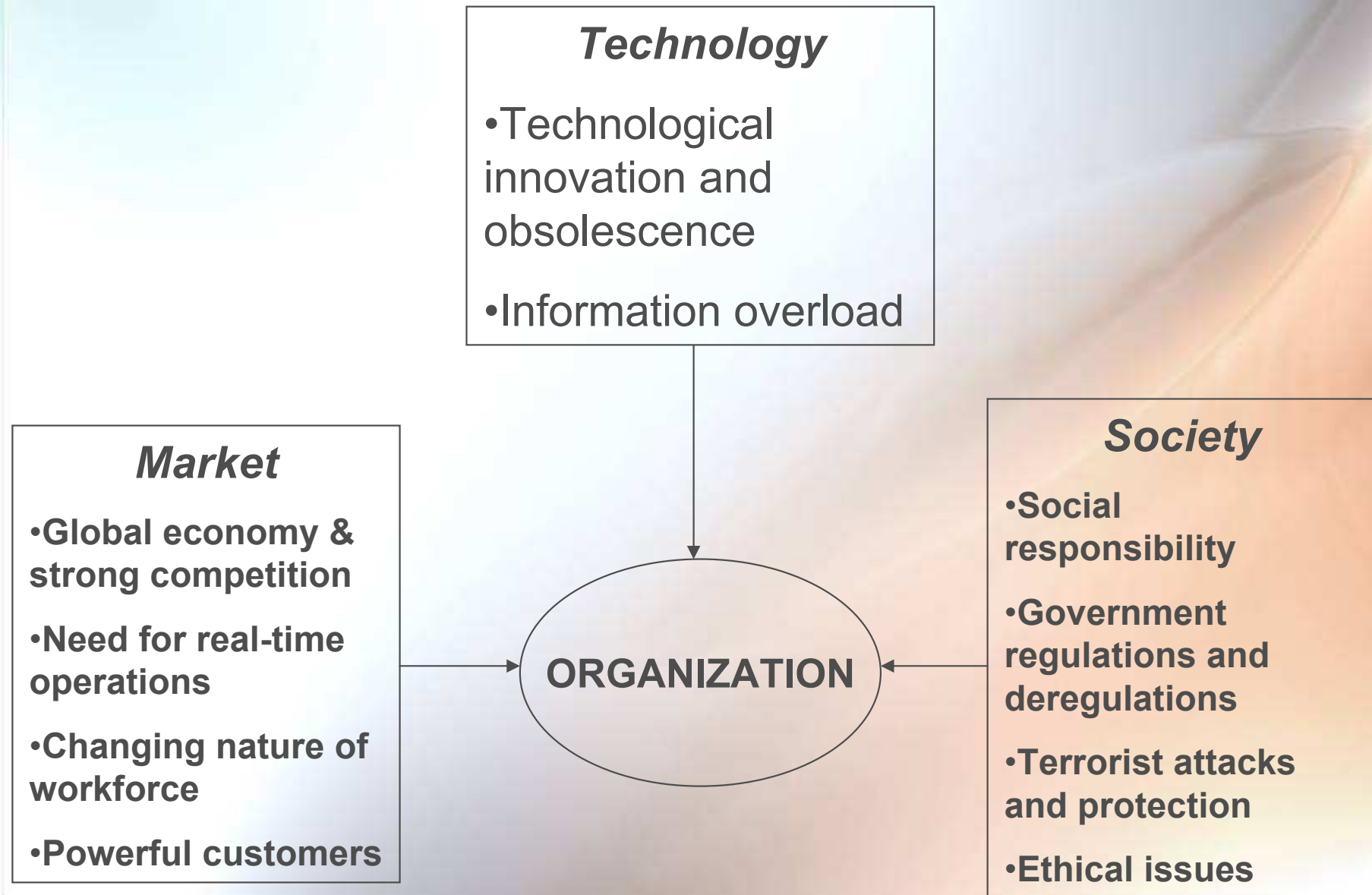
Administer IT

Ensure that the organization's IT is functioning properly and is protected against failure

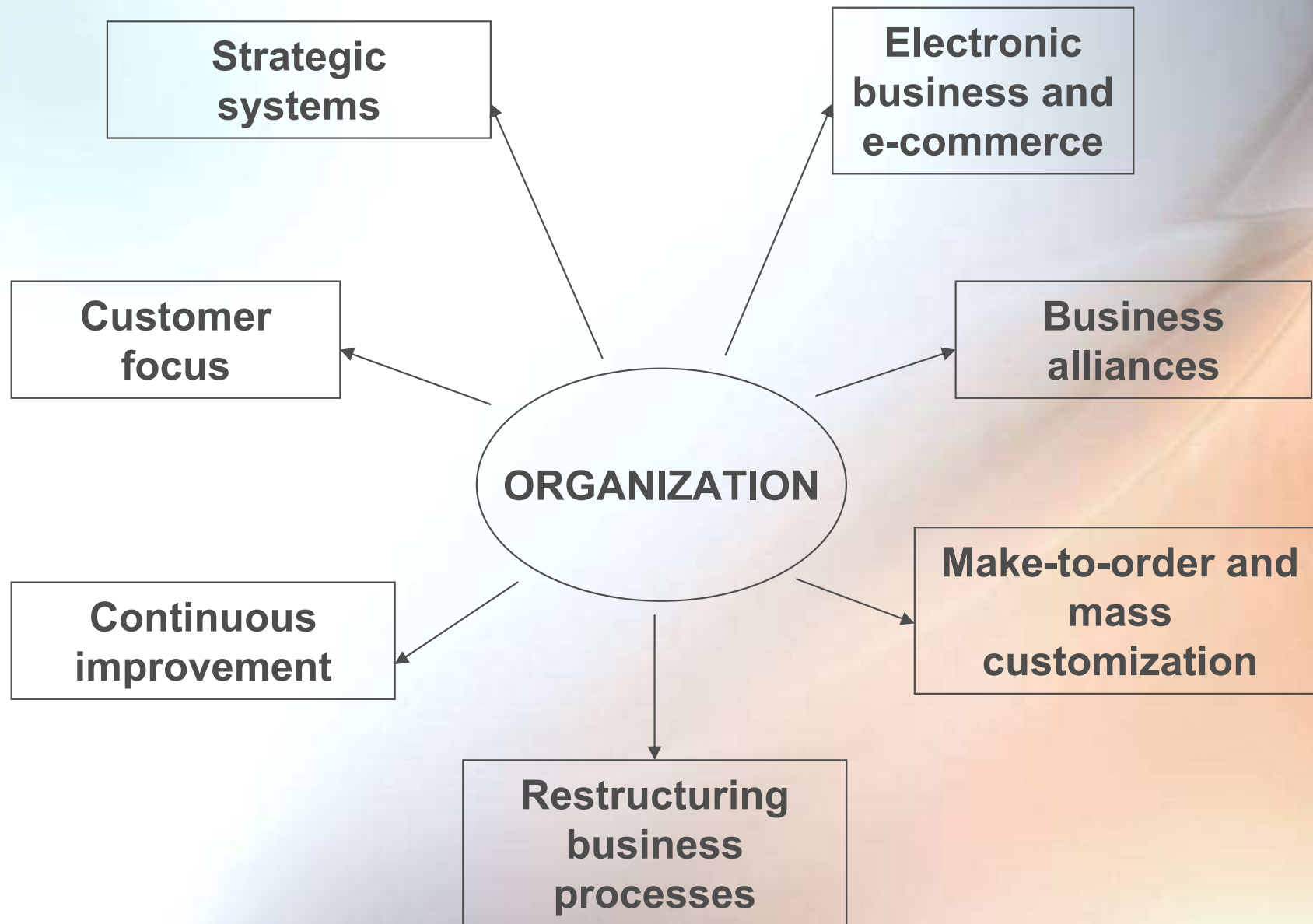
The Need to Manage IT

- **IT supports business operations**
- **IT supports strategic thrusts**
- **Business environment has become very complex and highly competitive**

New Competitive Landscape



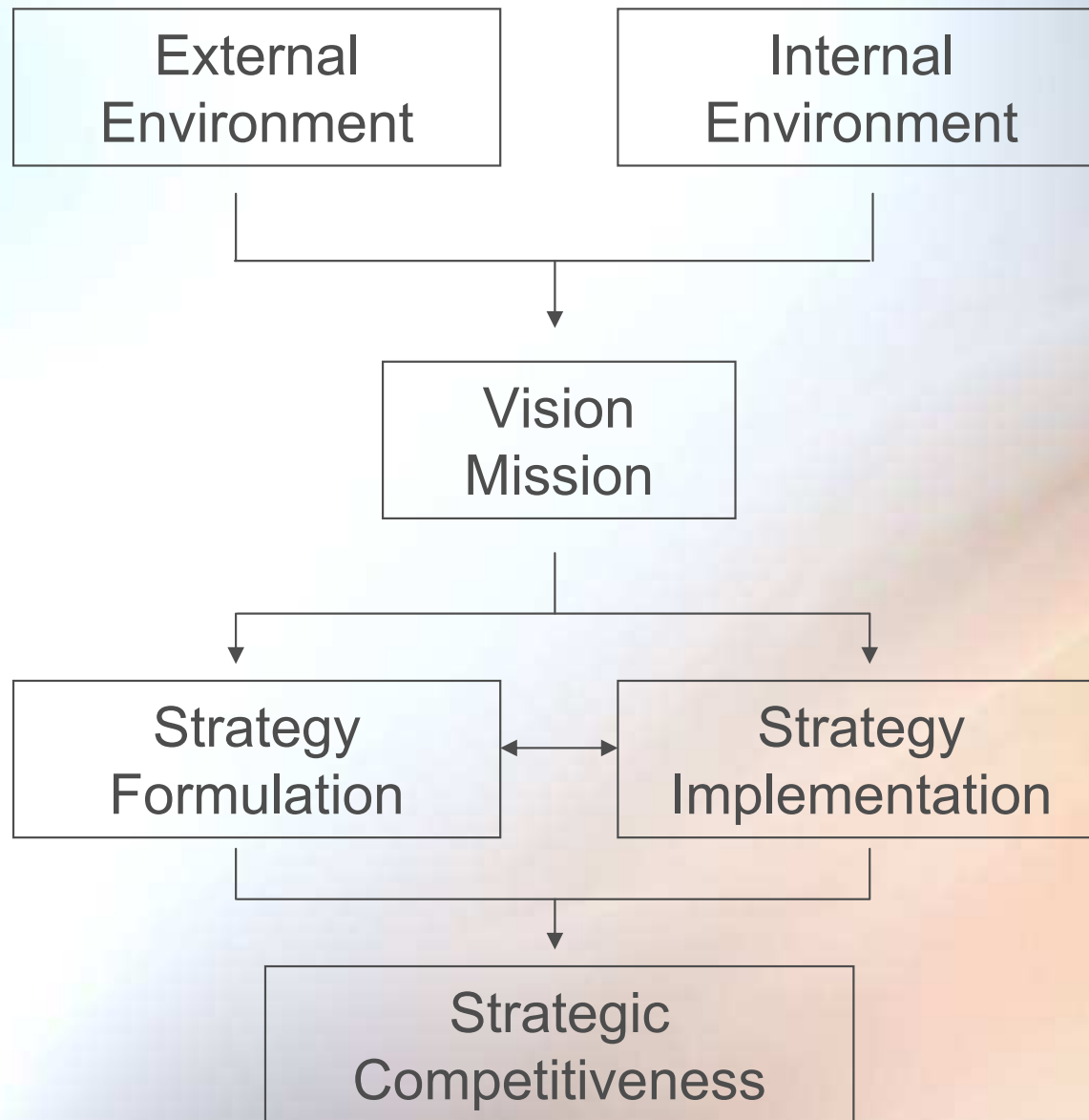
Organizational Response



Strategic Management

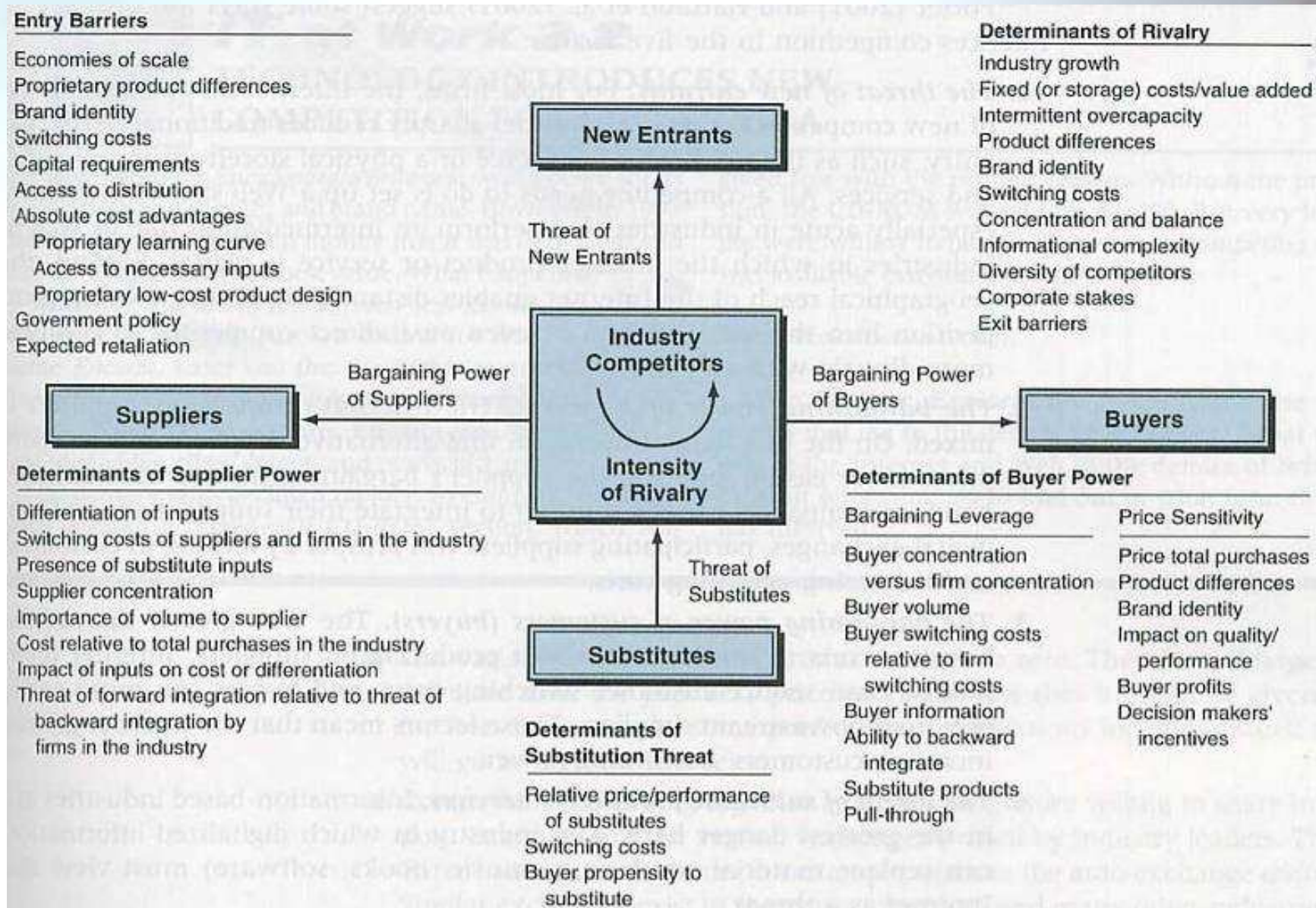
- **The way an organization maps the strategy of its future operations**
- **Role of IT in strategic management**
 - **Innovative applications**
 - **Competitive weapons**
 - **Changes in processes**
 - **Links with business partners**
 - **Cost reductions**
 - **Relationships with suppliers and customers**
 - **New products**
 - **Competitive intelligence**

Strategic Management Process

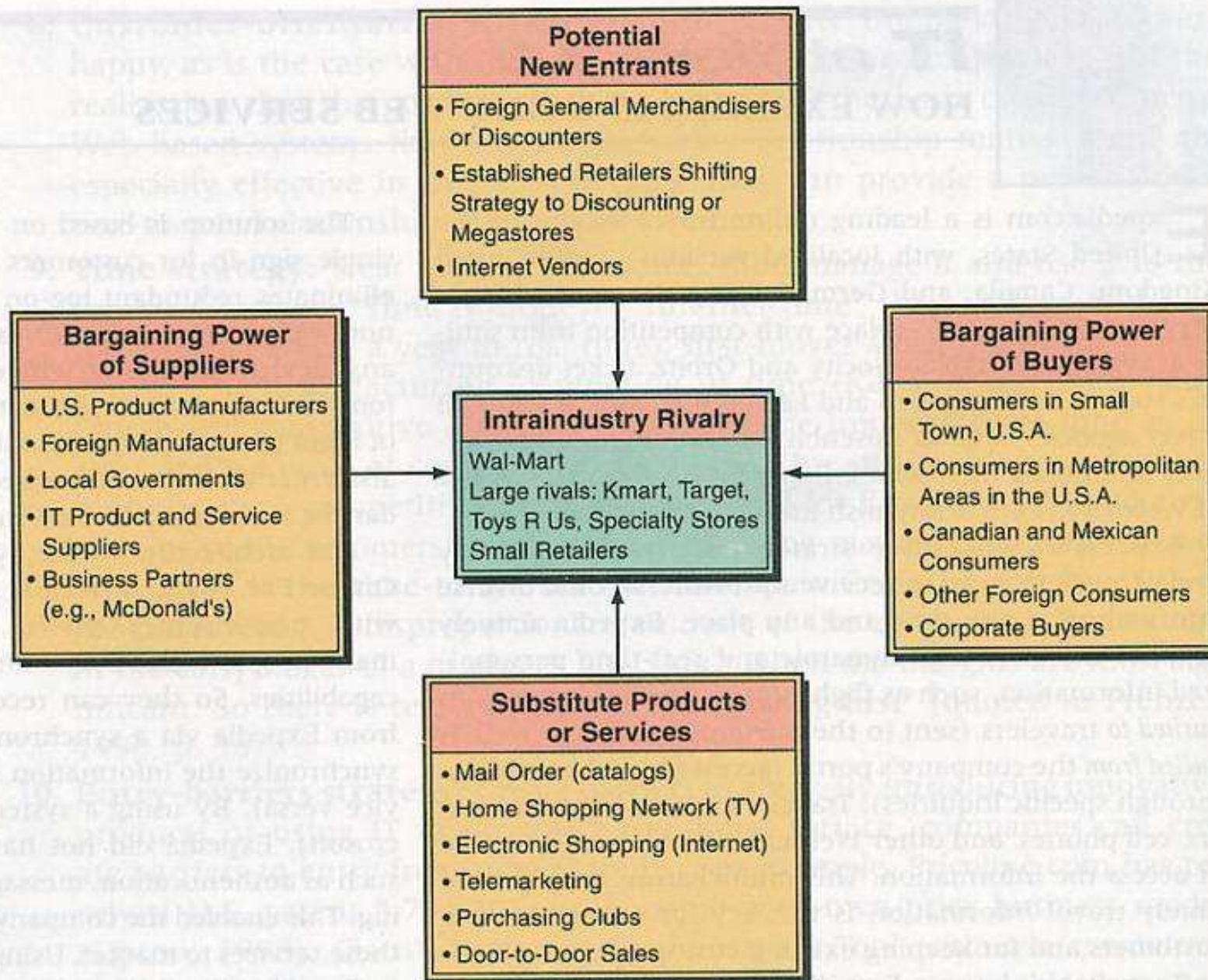


Analyzing the External Environment

Porter's Competitive Forces Model

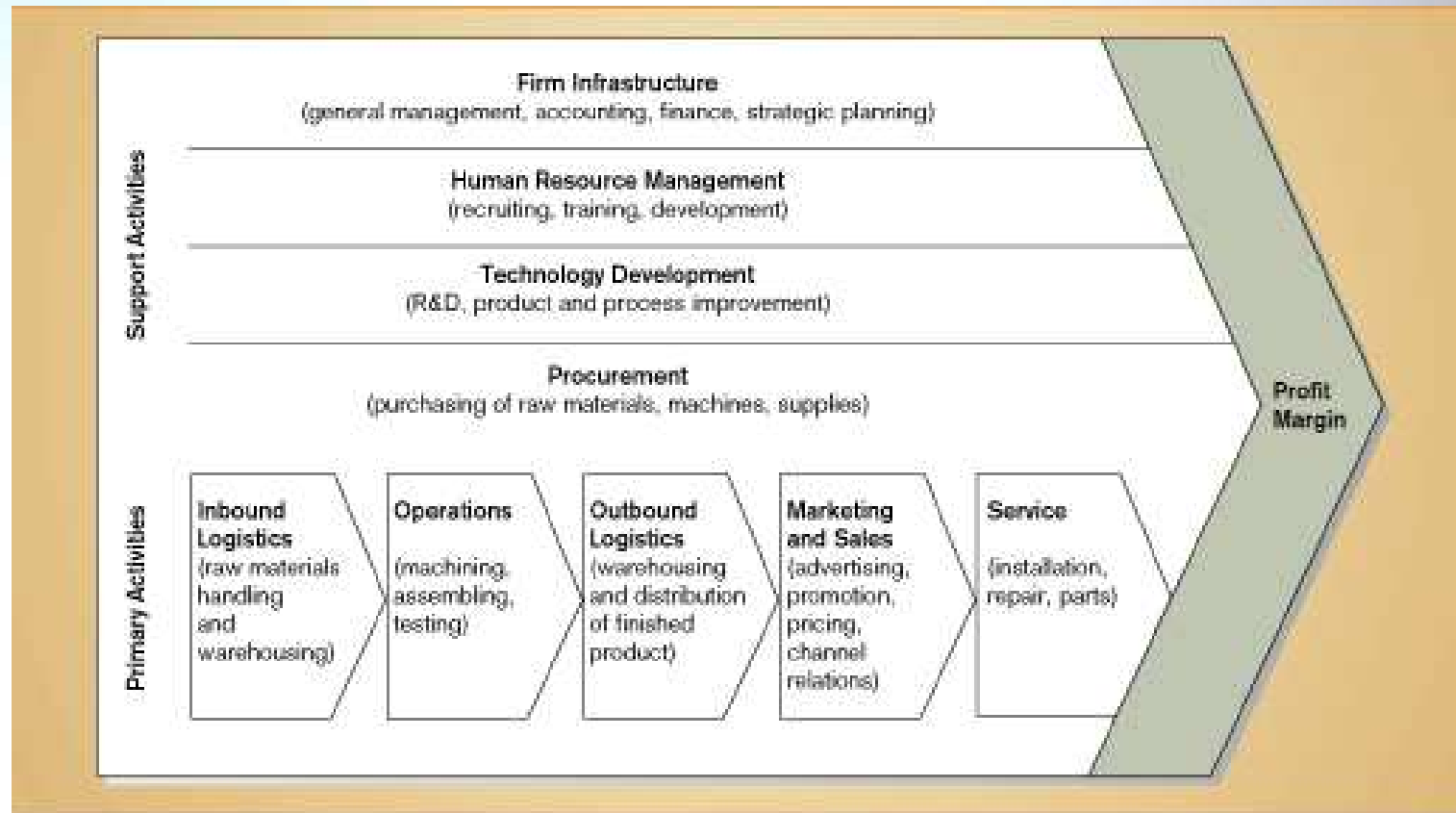


Competitive Forces Model for Wal-Mart



Analyzing the Internal Environment

Porter's Value Chain Model



Value Chain Example: The Airline Industry

