

An Overview of Business Strategy Concepts and the IS/IT Concept in Organizations: A Strategic Perspective

Dr Adam Shukry Ali

Programme Coordinator MSc MIS

Institute of Graduate Studies

UPTM KL

Subject Information At Glance

- Outline
- 3 Assessments
 - Test – 30%
 - Presentation – 30%
 - Report – 40%
- 10 Chapters
- Class on Weds/Thursdays(TBA)
- Google classroom Class Code (tqitfd5)

Introduction: What is Strategy

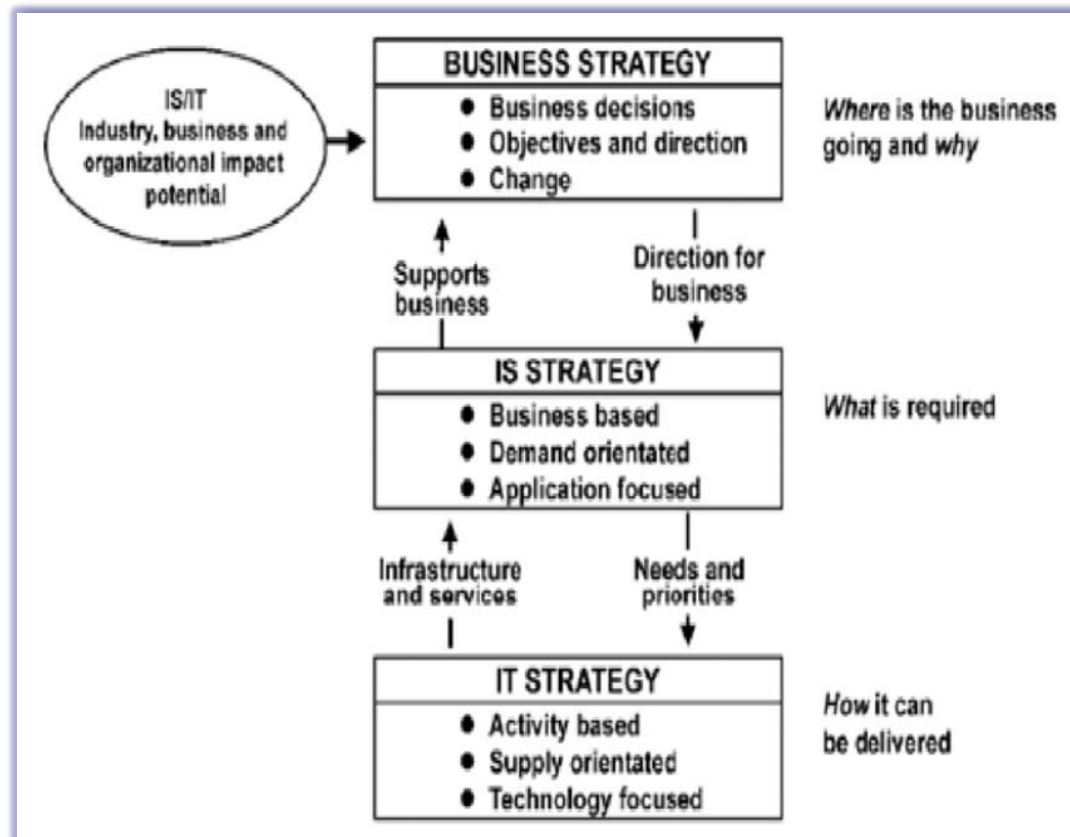
Asking 3 important questions:

- What we want?
- How we are going to get what we want?
- When we will get what we want?

What is IS/IT Strategy

- How technology should be used to meet IT and business goals

What is IS/IT Strategy cont.



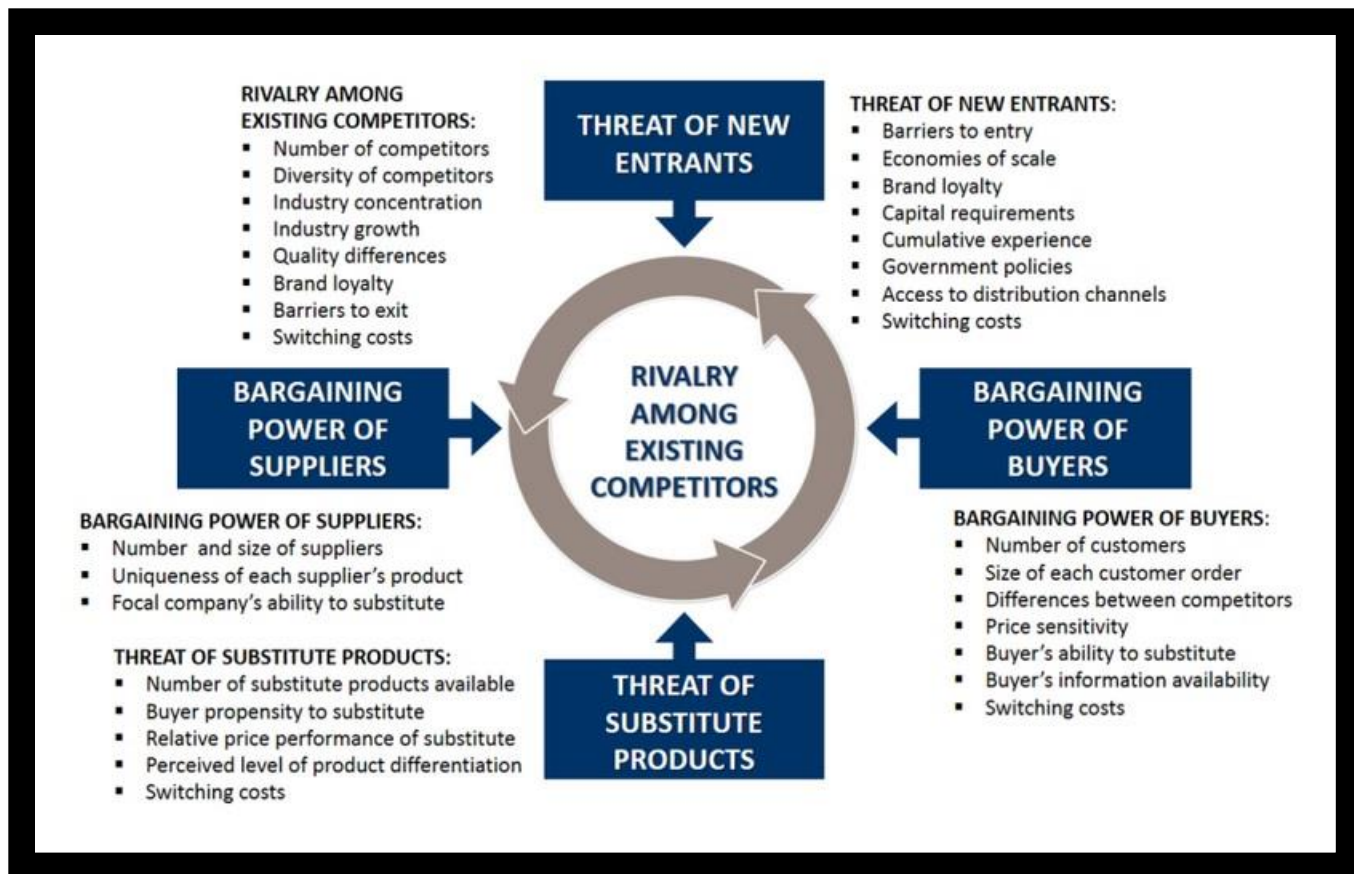
The Strategic Framework 1: PESTEL Analysis



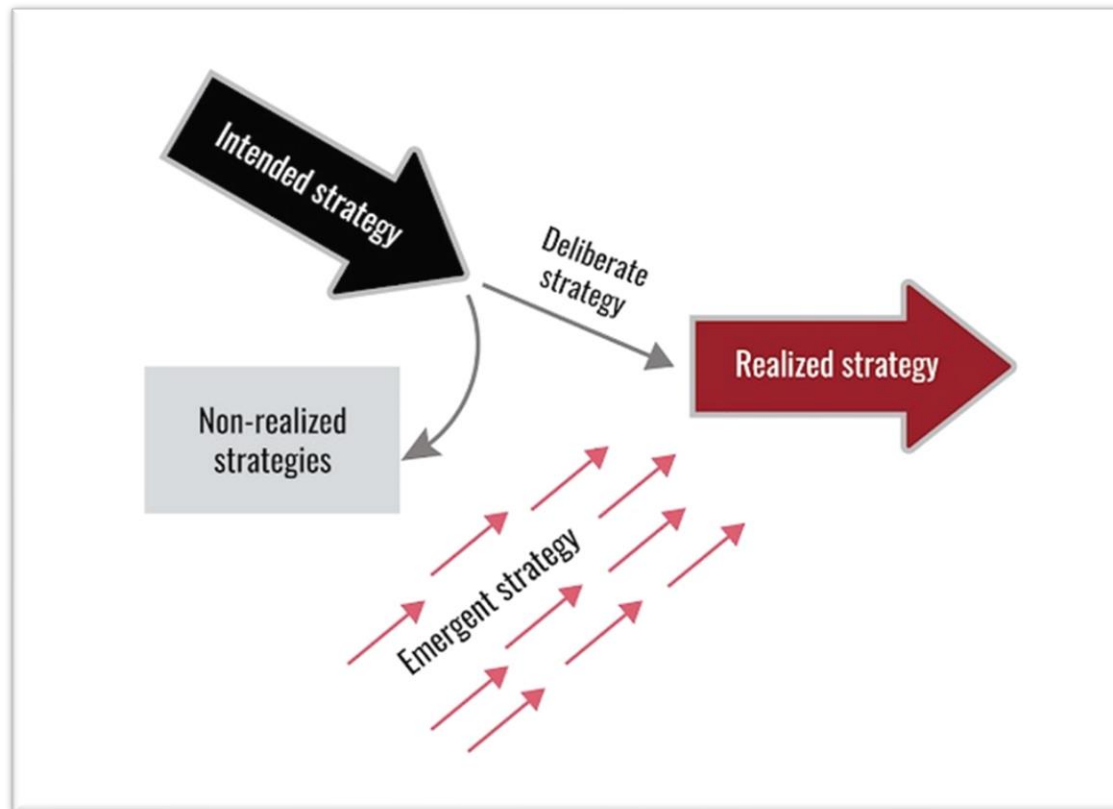
The Strategic Framework 2: SWOT Analysis



The Strategic Framework 3: Porter 5 Forces



The Strategic Framework 4: Mintzberg Emergent Strategy



Summary

- Subject at glance
- Definition & Introduction
- IS/IT Strategy
- Strategic Framework