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

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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

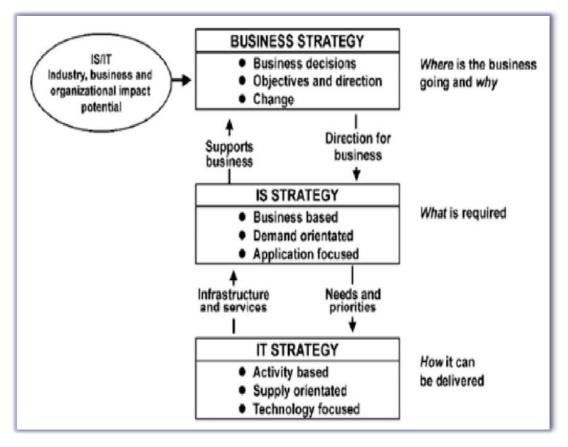
Asking 3 important questions:

- 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.



Source: Burhanuddin & Isa (2019)

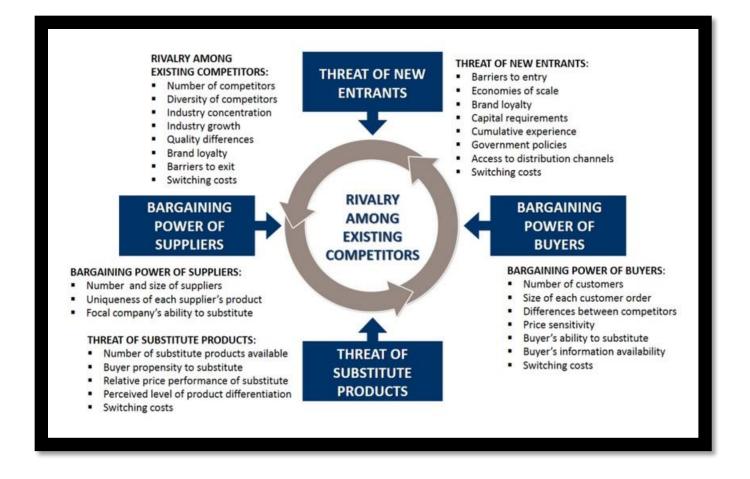
The Strategic Framework 1: PESTEL Analysis



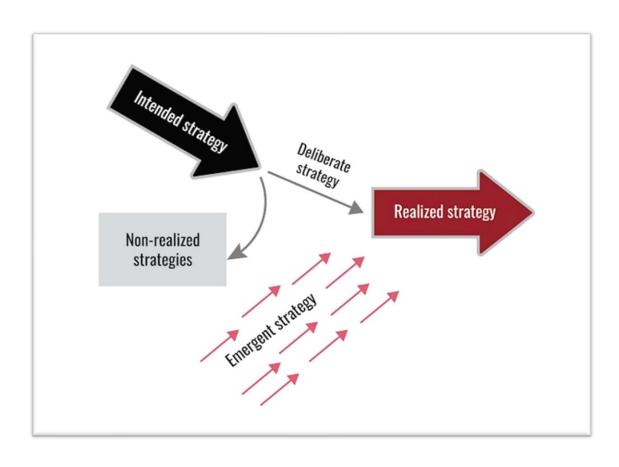
The Strategic Framework 2: SWOT Analysis

Strengths Weaknesses · What do we do well? · What can we improve? · What have our customers or · What are our customers partners told us they like about us? or partners dissatisfied with? · Where do we fall behind our · In what areas do we outpace our competitors? competitors? · What's unique about our · Where are we lacking business, products, or services? in knowledge or resources? · What assets do we own (Intellectual property, proprietary technology, capitol)? **Threats Opportunities** · What is our competition doing? · What emerging trends can we take advantage of? · How could our weaknesses leave · Which of our strengths might us vulnerable? be valuable to potential partners? · What market trends are · What adjacent markets might we unprepared for? we tap into? What economic or political issues · Are there geographic locations could impact our business? with less competition? Negative Positive

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