

# MINSYST

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MANAGEMENT INFORMATION SYSTEMS

11:30AM - 01:30PM

3<sup>RD</sup> TERM SY2014-15

# Why managers must understand the relationship between strategic planning and IT

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- **Strategy**
  - Feasible Plan (objectives / goals / desired outcome)
  - By using available resources (and capabilities)
- **Strategic planning**
  - Short-term
  - Long Term

# Strategic Planning Process

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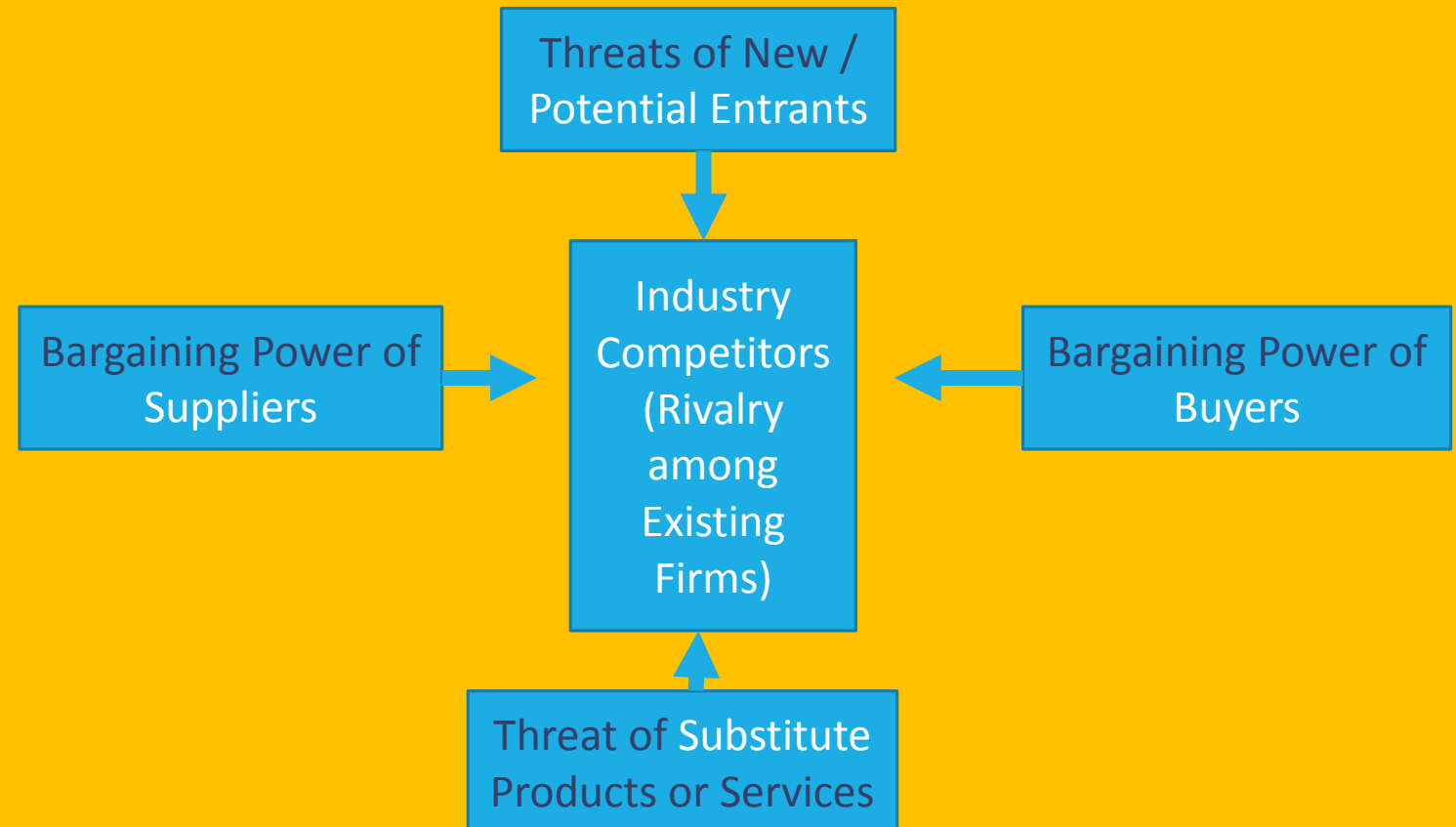
1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment
2. Define **Objectives**
3. Establish **Goals**
4. Set **Strategies**
5. Define **Measures**
6. Deploy Objectives, Goals, Strategies and Measures
7. Identify Projects, Initiatives
8. Prioritize Projects, Initiatives
9. Execute Projects, Initiatives
10. Measure, Evaluate Results

# Strategic Planning Process

GROUP 1

1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment

## Michael Porter's 5 Forces Model



# Strategic Planning Process

GROUP 2

1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment

## SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

# Strategic Planning Process

GROUP 3

1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment

MIND MAP Analysis

# Strategic Planning Process

GROUP 4

1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment

PESTLE / PESTEL Analysis

# Strategic Planning Process

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1. Define **Vision** and **Mission**
  - a) Conduct **Internal** Assessment
  - b) Analyze **External** Environment

Pros and Cons

(See Social Business/ Networks)