



PLANES DE ESTUDIO

TI3031 Strategic IT management

SPANISH

Course in which it's recommended to incorporate the use of information technologies.

CIP: 521201 Management Information Systems,
General.

C-L-U: 3-0-8

Academic department that offers it:
Information Technologies

Graduate Programs who offer them:
7 INT11, 7 LAT11
Certificates

Requirement:
(TI2002) or period 6

Equivalence:
None.

General aim of the course:

Upon completion of this course, students will be able to: assess the need to incorporate IT into business strategy, as one of the leading drivers of companies' competitiveness; and analyze, design and plan the implementation of information systems in organizations.

Teaching and learning techniques:
Not Specified

Bibliography:**TEXT BOOKS:**

* Goetsch, David L., Effective strategic planning for competitive advantage : ten steps for technical professions, , Upper Saddle River, N. J. : Pearson Prentice Hall, 2006, , 013048525X

Professor´s profile:

Master Degree in Information Systems Management; Master Degree in Business Administration/Management; Master Degree in Information Technology.; Doctoral Degree in Information Systems Management; Doctoral Degree in Business Administration/Management; Doctoral Degree in Information Technology.

CIP: 521201, 520201, 110103