

1. Course number and name
TI3001 Information Technology Strategic Planning
2. Credits and contact hours
3-0-8
3. Instructor's or course coordinator's name
David Alanís
4. Text book, title, author, and year
* Goetsch, David L., Effective strategic planning for competitive advantage : ten steps for technical professions / David L. Goetsch., , Upper Saddle River, N.J. : Pearson Prentice Hall, 2006., New Jersey, 2006, eng, [013048525X]
5. Specific course information
 - a. brief description of the content of the course (catalog description)
Establish the necessary associations between business strategy and information technology strategy that permit the creation of competitive advantages for companies. The assignments for this course are: T1. Essay on the impact of PE on architecture, data warehouses and ecommerce after reading 5 Bib articles. Digital T2: essay based on articles on situational analysis. T3: essay on the barriers to implementing a strategy. Strategic planning project for a medium-sized firm.
 - b. prerequisites or co-requisites.
None
 - c. indicate whether a required, elective, or selected elective (as per Table 5-1) course in the program.
Required
6. Specific goals for the course
 - a. specific outcomes of instruction, ex. The student will be able to explain the significance of current research about a particular topic.
Understand the merging and classic models for strategic planning; analyze the basic elements of their application, making use of and understanding each element of planning for effective short and long-term decision-making, since the economic setting is the parameter that sets the standard for investment, financing, growth, diversification, and development decisions and strategies.
 - b. explicitly indicate which of the student outcomes listed in Criterion 3 or any other outcomes are addressed by the course.
This course supports indirectly the program student outcomes.
7. Brief list of topics to be covered
 - Strategic Planning for IT
 - Managing IT for competitive advantage

- Situational Analysis
- Strategy
- Execution
- Quality Control
- Administration