ASSIGNMENT NO. 3

(1) Referring to The Good Book-1, Managing IT Chapter-14, we have the following excerpts:

A series of idea-generation and action planning sessions is often used to generate possible strategic applications of IT for the organization.

a. How would you conduct a session such as one described above?
b. Where and how can you come up with those ideas?

Subsequent evaluation of these ideas involves degree of competitive advantage expected, cost to implement, technical and resource feasibility, and risk. Based upon these criteria, ideas are then grouped into ranked categories. Top priority ideas are identified and used in the strategic IS planning process.

c. Based on the excerpt above, are those the only criteria involved in the idea evaluation? Please add at least three more criteria.
d. What methods would you use in the idea evaluation? Ideas are ideas, how do you judge them, for example being top or bottom?

Although tools and concepts help, the key to development of a viable strategic IS plan is clearly the ability of the IS department and business managers to work together.

e. What do you understand by the excerpt above? Please address - what tools, what concepts, what ability and what work.

(2) Referring to the Good Book-3, Strategic Management – Concept and Cases, Chapter-9, under Strategy Review, Evaluation, and Control - answer the following questions.

a. Why do some companies prefer openness in the conduct of their strategic planning sessions?
b. What are the reasons for secrecy in the conduct of strategic planning? Are there any strategic reasons for strategic planning?

(3) The two planning tools or methods of Critical Success Factors (CSF) and Strengths, Weaknesses, Opportunities and Threats (SWOT) are considered among the most popularly used strategic planning tools. (Reference Good Book-1, Chapter 14, Review Question No. 8)

a. Describe and explain clearly the differences between the 2 approaches towards strategic IS planning.
b. Can the 2 planning tools be used simultaneously for strategic planning? If yes, describe what the outcome would be.

(4) Table 4.5 in the Good-Book-2, Chapter 4, Reading-4.pdf, Page 27 of 57) describes the various techniques, tools or methods for planning of IS demand statements or requirements. Answer the following questions.

a. What is/are the relationship(s) of Business Process Re-engineering (BPR) and business strategy? (page 2 of 57)

b. Would you consider IS/IT outsourcing as both a BPR and IS/IT strategy? (Refer Reading-51.zip on outsourcing) What are your views on IS/IT outsourcing?

c. What is/are the relationship(s) between the Balanced Scorecard (BSC) and the Critical Success Factors (CSF) when used in IS/IT strategic planning? (Page 29 of 57) Clarify your answers.

(5) Based on Reading-50.pdf, on Banking Systems – Strategies for its IT leaders, describe in one paragraph using not more than 10 sentences, how the following personalities and their organizations achieve success in their IS/IT strategies.

a. Jean Davis at Wachovia

b. Edwards at Wells Fargo

c. Timothy Theriault at Northern Trust

d. Greg Bixby at Republic Bancorp

e. Pravir Vohra at ICICI Bank

f. Seinfeld at Commerce Bank