MISP Course Syllabus - WRY Review

Course: Multimedia Information Strategic Planning (MISP)
Multimedia University, Cyberjaya,

A. Strategic Planning and Multimedia Information System

The evolving role of information systems and technology: A Strategic Perspective, Information Systems (IS) and Information Technology (IT), strategic information systems era, multimedia information system strategic plan: mission and scope, scanning the environment, strategic logic of IT architecture.

B. Strategic Planning Tools

Strategic roles for multimedia information system, leveraging a strategic IT platform, developing a strategic information base, reengineering business processes, Internet value chains, challenges of planning strategically for IS/IT today, organizing the multimedia information system plan.

C. IS/IT Strategic Analysis

Evolution of the IS/IT strategic process, from technology focus to strategic focus, strategy framework and approach, business reengineering and IS strategy, interpreting the business strategy, techniques for interpretation and analysis, determining the future potential, value chain analysis.

D. Strategic Evaluation

The nature of strategic evaluation, characteristics of effective evaluation system, determining the business information system strategy, contingency planning, measuring performances, problems in measuring performance, environmental auditing, information technology to evaluate strategies.

E. Multimedia information system security and control

Multimedia information system control, security and control issues in information system, managing the supply of IT services, applications and infrastructure, strategic information system, the risks and issues.