



ITEC350 Corporate Information Strategy and Management

Tuesday 2:10-4:50, Fall 2009

Instructor: Professor Gwanhoo Lee

What's in IT for YOU?

Do you have what it takes to be a leader in today's global, digital economy? Can you appreciate changing business landscapes in the digital and knowledge economy? Are you prepared to effectively manage information and knowledge, considered to be the most valuable asset of an organization? Are you ready to manage critical, high-level projects that include IT elements? If you think you have what it takes, then *ITEC350 Corporate Information Strategy and Management* is for you!

ITEC350 Corporate Information Strategy and Management prepares you to be a leader in the digital economy. This course helps you to develop an understanding of what IT can do for business and how IT can be leveraged to enable organizations to survive and grow in a hypercompetitive, global environment. You will gain important IT knowledge and skills that will enhance organizational productivity and effectiveness. Whether you major in IST, accounting, finance, international business, management, or marketing, *ITEC350* will give you a distinctive competitive edge in the workplace.

In *ITEC350*, you will

- Learn the frameworks, concepts, and principles that help you to formulate corporate IT strategy and evaluate business values of IT to achieve sustainable competitive advantage.
- Learn about mission-critical e-business applications.
- Learn how Web 2.0 technologies change business
- Learn how to manage projects and how to use *Microsoft Project* software.
- Learn what it takes to be a competent IT manager, business analyst, or consultant
- Learn how to implement enterprise systems
- Have field trips to leading IT organizations.

If you have questions, please contact Professor Gwanhoo Lee (glee@american.edu).

Did you know ...

The Washington area is ranked the Nation's second techiest city.
- *US Census Bureau, 2007*

Employment in professional, scientific, and technical services will grow by 28.4 percent and add 1.9 million new jobs by 2014 ...
Employment growth will be driven by the increasing reliance of businesses on information technology ...
- *U.S. Department of Labor, 2006*

About the Instructor

Professor Gwanhoo Lee
- Ph.D. from the University of Minnesota
- Five years of industry experience in IT
- Research experience with 3M, Northwest Airlines, A.G. Edwards, Cargill, Medtronic, St. Paul Companies, Marriott, The World Bank, American Red Cross, etc.