

**CENTER FOR APPLIED INFORMATION TECHNOLOGY  
TOWSON UNIVERSITY**

**AIT 628:** Information Technology and Business Strategy

**Credit Hours:** 3

**Prerequisite:** AIT 610

**Course Description:** This course deals with aligning business strategy with information technology. Various frameworks for developing an organizational strategy are considered. Setting up the organizational structure and IT architecture in terms of achieving this strategy are discussed. Frameworks for organizing, managing and leading the IT function are also discussed.

**Learning Objectives:**

1. Know the terms, concepts and tools related to developing business strategy and business models
2. Describe how IT interacts with the organizational structure and market structure
3. Describe the diverse nature of IT infrastructures and aspects of managing an IT organization
4. Describe the basics of internetworking infrastructure including security and reliability
5. Knowledge to link the business strategy of a firm to its IT portfolio including the IT infrastructure
6. Apply the knowledge of technology strategy and organizing and planning concepts to various scenarios and cases
7. Apply the Strategic-IT alignment process to a business

**Suggested Textbooks:**

1. Applegate, L. M., Austin, R. D., McFarlan, F. W., *Corporate Information Strategy and Management: Text and Cases*, Seventh Edition, McGraw Hill-Irwin
2. Broadbent, M., Weill, P., *Leveraging the New Infrastructure: How Market Leaders Capitalize on Information Technology*, HBS Press
3. Burlgelman, R. A., Modesto A. M., Steven C. W., *Strategic Management of Technology and Innovation*, McGraw Hill, Fourth edition

**Other References/Journals:**

Decision support Systems

Management Science

Management Information System Quarterly