Institute for Technological Innovation at Zayed University

presents

Executive Seminar

on

**IT-Business Alignment**

Professor Abdullah Abonamah, Ph.D.

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**Description**

Why is the relationship between IT organizations and the business so often strained? More than 70% of enterprise organizations lack an appropriate business/IT relationship and two out of three opportunities presented to a company are past over due to lack of IT readiness.

The IT-Business Alignment is a course that addresses how to achieve IT-Business Alignment and how organizations can leverage IT as a strategic resource.

**You will learn how to:**

- Understand what knowledge is and its value to an organization.
- Use accessible knowledge in decision making
- Embed the capturing of knowledge in processes, products, and/or services
- Transfer existing knowledge into other parts of the organization

**Course Agenda**

**Introduction to IT Planning and Management**

- Technical Planning and Management Process
- Enterprise Strategic Planning
- Enterprise Architecture:
  - Aligning IT with business using the Zackman Enterprise framework
  - IT-Business Alignment.

**How to achieve IT-Business Alignment**

- Causes of IT difficulties
- Drivers of IT change
- Business requirements from IT
- Selecting the "Right" IT Strategy
- In-depth understanding of IT strategy

**Fees and Discounts**

1 Entry: Dhs 1500
5 Entries: Dhs 6500
10 Entries: Dhs 12000

10% discounts for IT Forum Members

**Event Details**

Date: Please check the Schedule
Venue: DIC, Bldg 14, 3rd floor
Registration Time: 9:30 a.m.
Refreshments and Light snacks will be served

**How to Register**

Call: +971 4 362 5451
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