

**WILMINGTON UNIVERSITY  
COLLEGE OF TECHNOLOGY  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Strategic Application of Information Technology

**COURSE NUMBER:** ISM 455

**I MAJOR INSTRUCTIONAL OBJECTIVES:**

**Objective A:** Understand the role of IT in meeting strategic business objectives.

A-1: Describe the competitive forces that shape different business strategies and the role of IT in enabling strategic objectives;

A-2: Determine the importance of business stakeholders, including external partners, customers, and internal sponsors and influencers, for significantly impacting the success or failure of strategic IT initiatives.

**Objective B:** Understand how IT can be used for competitive advantage in the external marketplace.

B-1: Define the roles in the typical external value network of a business;

B-2: Understand ways IT can improve efficiencies

**Objective E:** Demonstrate professional presentation, written and oral communication abilities.

E-1: Produce well-written proposals to describe information technology-based solutions to help achieve business objectives;