



EXECUTIVE  
EDUCATION

# IT Management Program

Create Competitive Advantage Through Information Technology

5-DAY PROGRAM



Ranked #1 in Canada by  
November 2009



# IT Management Program

Create Competitive Advantage Through Information Technology

Queen's IT Management Program examines new uses for information technology, will help you better understand IT's capacity to create competitive advantage, and drive profitable growth in your organization.

This intensive 5-day program will demonstrate how to integrate the IT function across the organization, transform business models, reduce costs, drive real business value and create competitive advantage.

Session leaders present the Program content in a straightforward and engaging format. Their years of teaching and business experience have made them experts at presenting complex IT issues in a practical and easy-to-understand framework.



The program will demonstrate how you can:

- Use IT to transform business models, improve customer service and streamline supplier relationships
- Reduce costs and improve information management through new technologies
- Build on legacy systems while prioritizing and planning for future IT investments
- Prioritize projects in terms of business objectives and expected results

## Post-Program Support

After the Program, Queen's offers several ways to continue your learning, including Program updates and access to Queen's faculty. You will also have the opportunity to attend alumni educational and networking events.

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**WHO ATTENDS** Managers and executives who are involved in IT decisions and investments.

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**DATES** Please visit [qsb.ca/execed](http://qsb.ca/execed) for details.

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**LOCATION** **Kingston**, ON Canada  
Donald Gordon Conference Centre  
421 Union Street

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**FEES** \$8,900 Cdn (plus HST)

*This all-inclusive fee covers: a private guest room with bath; full use of a broad range of amenities and parking; meals and snacks; all learning materials; and post-program support.*

**Apply online at [qsb.ca/execed](http://qsb.ca/execed) or call 1.888.393.2338**

This 5-day program is an integral part of the requirements for: *Queen's Executive Certificate in IT Leadership.*

Please see our Program Directory or visit [qsb.ca/execed](http://qsb.ca/execed) for more details.

# Program Preview

## Understanding the IT Landscape

**Understand emerging technologies and how they can be used to create business value.**

- Understand the true value of information and knowledge management
- Identify opportunities to increase competitiveness and profitability with IT
- Understand how the internet has redefined relationships with customers
- Learn how to anticipate and prepare for emerging technologies that will have an impact on your business

## Developing an Integrated IT Strategy

**Develop an IT strategy that is integrated with the overall business strategy.**

- Develop a structured and disciplined framework for IT planning
- Ensure that your IT strategy is integrated with the organization's strategy and goals
- Understand how the internet is transforming strategic options
- Rethink technology as a driver of growth and profitability
- Build on legacy systems and leverage previous IT investments

*"Queen's IT Management Program provides a very comprehensive understanding of the complex IT function. It is an extremely well-run, highly-organized, and efficient program, with every possible consideration managed – from amenities to free time."*

RAPHAEL LIM

Manager

Laboratory Information Systems & Informatics

Pathology & Laboratory Medicine

Lower Mainland Laboratory Services (BC)

## Leveraging the Business With IT

**Build an information-based culture.**

- Understand how IT can redefine the way your organization operates
- Prioritize projects and applications in terms of business objectives and expected results
- Use IT to create a culture of collaboration
- Develop customer service solutions and structure the IT function to ensure success

## Maximizing the Value of IT

**Examine the internal structures and processes required to get maximum benefit from IT.**

- Enhance your organization's IT competencies
- Establish metrics to link IT to value creation
- Ensure that systems meet or exceed the expectations of internal and external customers
- Prioritize time and budget for IT investments and train the organization for new technology



## Custom Programs for Organizations

*Any of the content delivered in the IT Management Program can be customized to meet the specific needs of your organization. We have successfully developed and delivered Custom Programs for all types of organizations, in most regions of Canada, and many locations around the world.*



Financial Times ranks Queen's Custom Programs **#1 in Canada** for "Value For Money" (May 2011)

To find out more, contact our office at 1.888.393.2338, or in Toronto at 416.214.9655

## Session Leaders

Faculty bios are available on our website.



**DR. KATHRYN BROHMAN**

Associate Professor  
Management Information Systems  
Queen's School of Business



**DR. JIM MCKEEN**

Professor  
Management Information Systems  
Queen's School of Business



**DR. ELSPETH MURRAY**

Associate Professor  
Strategy and MIS  
Queen's School of Business



*"Information Technology is changing at an unprecedented pace, and it is absolutely imperative that managers understand the need for total integration with the business strategy. The Queen's IT Management Program provides a great opportunity to see how technology can change the way business gets done."*

**DR. SALMAN MUFTI**

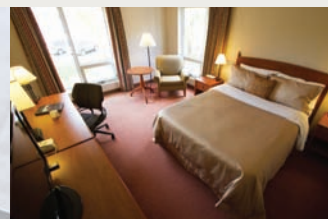
Associate Professor  
Management Information Systems  
Queen's School of Business

\*Session leaders subject to change.



## World-Class Facility

The program is held at the Donald Gordon Conference Centre near the Queen's campus in Kingston. This world-class facility provides comfortable private guest rooms, great food and executive-level customer service.



**QSB Executive Education**

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