Introduction

Managing IT functions requires more than just technical expertise; it demands specialized management skills tailored to the unique challenges of the IT sector. This **Information Technology (IT) Management** course is designed specifically for IT professionals, helping them transition from technical roles to effective management positions. It comprehensively covers principles and best practices, equipping participants with the skills to manage IT operations, strategy, and leadership tasks effectively.

The course focuses on five core management skills—**IT strategy**, **project excellence**, **communication technology**, **operational and crisis management**, and **commercial acumen**—that enable IT managers to drive business success and advance their careers.

Targeted Groups

This course is ideal for:

- **IT Managers**
- **IT Team Leaders**
- **Project Managers**
- **Systems Architects**
- **Head of IT Department**

Course Objectives

Upon completing this course, participants will be able to:

- Develop and implement an effective **IT strategy**.
- Improve project delivery rates and manage **project portfolios** effectively.
- Enhance operational efficiency through various operational models.
- Lead effectively in **technical crises**.
- Create **sourcing plans** and set **clear IT contract objectives**.
- Negotiate **technical agreements** to ensure favorable outcomes for their organizations.

Targeted Competencies

By the end of the course, participants will be able to:

- Formulate and implement **business and IT strategy**.
- Manage **projects, programs, and portfolios** with a focus on success.
- Improve **communication** and **presentation** skills, especially for non-technical audiences.
- Achieve **operational excellence** in IT management.
- Plan and manage **crisis events** effectively, particularly in technology-related incidents.

Course Content

Unit 1: Business Strategy

- Understanding **business strategy** fundamentals.
- Approaches to creating a top-level **corporate strategy**.
- Setting a **corporate direction** aligned with long-term goals.

Unit 2: IT Strategy

- A proven process for aligning **IT strategy** with business goals.
- **Balanced scorecard** and enterprise architecture in IT.
- Strategies for optimizing IT’s role in organizational success.
- Methods for **communicating IT strategy** effectively.

Unit 3: Project Excellence

- Advanced techniques in **project, program**, and **portfolio management**.
- Validating **project business cases** through appraisals.
- Learning from both **successful and failed projects**.
- Effective **project governance** and reporting structures.
- Strategic advice for making an impact in the first 90 days of a project.
- **Business Change Management** and leading IT changes.

Unit 4: Communicating Technology

- Mastering **communication skills** for IT managers.
- Crafting a compelling **IT message** for diverse audiences.
- Presenting **technical information** to non-technical stakeholders.
- Role play and forums for **handling difficult IT situations**.

Unit 5: Business Relationship Management

- Techniques for **identifying priority business requirements**.
- The **POSTMAN technique** for business relationship management.
- Advanced **questioning strategies** for effective dialogue.
- Methods to influence outcomes and build strong business relationships.

Unit 6: Operational and Crisis Management

- Introduction to **Continual Service Improvement (CSI)** models.
- Frameworks such as **ITIL**, **Six Sigma**, and **Lean IT** for improving operational efficiency.
- Techniques for **root cause analysis**.
- **Crisis leadership** in technology incidents and crisis management.
- **Communication** strategies for leading during crises.

Unit 7: Commercial Acumen

- Choosing the right **vendors** and building partnerships.
- Making informed decisions and **avoiding supplier pitfalls**.
- **Creating a culture of innovation** with technology partners.
- Understanding the role of **vendor management** in successful IT operations.

Unit 8: Essentials of IT Contracts

- Guidelines for creating and managing **successful IT contracts**.
- Strategies for collaborating with legal teams to create **flexible contracts**.
- Managing **IT contract portfolios** effectively.

Unit 9: IT Negotiation Strategy

- Developing a strategic approach to **IT negotiations**.
- Building **rational arguments** and determining the **Best Alternative to a Negotiated Agreement (BATNA)**.
- **Negotiating as a team** and improving negotiation outcomes.

Conclusion

This **Information Technology Management** course provides participants with a solid foundation in the strategic, operational, and communication skills necessary to lead IT functions effectively. Upon completion, participants will be well-prepared to manage IT projects, make key decisions, and drive strategic initiatives that align with business objectives.

By gaining certification in **IT Management**, professionals can demonstrate their capability to lead and innovate within the IT field. This course prepares them to handle complex challenges such as aligning IT with business strategy, managing high-stakes projects, and fostering effective communication in technology-driven environments.