

# Competitive Advantage: Using Information to Build Business Success

## IN THIS COURSE STUDENTS WILL:

- explore the value of information and information technology
- examine how technology can support a business to generate business value
- identify the different components of a business that benefit from technology investment
- analyse the role of information and communication technology to automate and informate business processes
- identify how information can be used to create a competitive advantage.

### WEEK 1: ICT AND COMPETITIVE ADVANTAGE

### WEEK 2: BUSINESS INVESTMENT AND IT PORTFOLIO



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#### Competitive advantage of information

Meet the educator team and discover how businesses can use information to gain a competitive advantage.



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#### Business value and ICT investment

Explore what gives business its value. Examine how business value can be generated through technology.



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#### Business model and Technological fit

Investigate how information can best support different business models.



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#### ICT for competitive advantage

Discover the benefits of implementing an ICT solution: beyond simple automation.



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#### Weekly wrap up

Reflect on what we have learnt to date and prepare for next week.



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#### IT portfolio and business return

Discover the IT Portfolio theory that helps us identify four types of business investments.



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#### Business return and technology investment

Identify the different components of a business that benefit from technology investment.



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#### Competing on information

Examine how information technology can give you an edge on your competition now and into the future.



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#### Course wrap up

Reflect on what we have learnt in this course and test your understanding.