Magna Skills
Development Institute

Corporate Training Courses
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Strategic Information Technology Course Details

Department: ICT and Security Management

Presented by Magna Skills Development Institute

Date Created: 15-May-2025

Training Coordinator: Denis Wunganayi

Course Summary

- Senior financial executives, managers and professionals, who need to understand the impact and opportunities provided by advances in IT, the internet, social media, cloud and open standards, in order to inform the board of emerging IT risks and opportunities
- Financial executives, managers and professionals, responsible for budgets and projects
- Senior company executives who are in charge of change management, ERP, CRM and IT projects

Course Objectives

- Appreciate the advantages and risks of corporate and internet computing, in achieving financial, efficiency and other objectives
- Explain the costs, economics and opportunities provided by the corporate computing systems, the internet, cloud computing, open standards and social media
- Create plans to introduce efficient enterprise computing systems, cloud computing and Software as a Service (SaaS)
- Create plans for the applicationand management of ERP, CRM and IT projects using agile project management to achieve efficient and reliable and effective performance

Course Outline

IT strategy

- Advances in IT and developments in corporate computing
- IT applications, security, and architecture
- Issues in formulating IT strategy to meet organisational needs
- Current themes and trends – open standards and the new digital environment
- The IT strategy framework
- Where and how to start
- Common mistakes and SWOT

Cloud computing

- The economic case for cloud computing
- The opportunities from cloud computing: SaaS, IaaS, PaaS etc
- Cloud issues: security, confidentiality, performance, limitations (big data and content)
- Purchasing and procurement of cloud
- Cloud as an opportunity to upgrade and to rethink data and processes
- What is SOA and should I care?

Using the web and social media for competitive gain

- BI and data-mining analysis of marketing and selling data
- Pro-active use of social media Facebook, viral campaigns, community groups
- Analysis of tweets and social media
- Dealing with big data and data discovery

Enterprise Resource Planning (ERP)

- ERP and workflow – history and economic
- Functionality and vendor analysis
- ERP pitfalls
- ERP and open standards
- Common mistakes and SWOT

Customer Relationship Management (CRM)

- Second generation CRM and functionality
- Selecting and specifying your CRM – on-premise v cloud
- Marketing analysis and campaigns, 360° relationships and social media
- The application of CRM in public and private sector (sales v. citizen interactions)
- Common mistakes and SWOT

Management Information and Financial Systems

- Selecting and specifying your financial system, including appraisal against IFRS
- Managing a large organisation – meeting board, management and regulatory needs
- The impact of cloud and big data issues
- Data efficiency, utilisation and control, avoiding data silos
- Business Intelligence and an integrated view of the organisation

Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.

- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	**Course Details**
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Onine[_____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.