**BOSTON ‡ NETWORK**
The Global Knowledge Network

**Course:**

# Information Technology for Executives

*Essentials IT knowledge for non-IT executive*

Course ID:     BN040004
Duration:      1 Day (9:00 – 16:00)
Instructor:

**How You Will Benefit:**

- Gain an understanding of information technology from the ground up including up-to-date technical knowledge in plain language, within the context of business and management
- Understand the full potentials information technologies have for transforming your business, companies and organization structure
- Understand how IT can speed up product development, maximize new distribution channels, and seize emerging market opportunities
- Learn the skills and strategies necessary to utilize information technology infrastructure from leading organization

**What You Will Cover:**

- IT and Executive, Electronic Commerce, Understand E-Business Models, IT in New Era Enterprise, Current Trends and Opportunities
- E Marketing, New media and tools in new age marketing, Viral Marketing, Web Casting, E-mail Marketing, Tele Marketing, M-Commerce
- Managing Information Technology
- Evolution of  IT Architecture, Managing in an Information Age, Designing and Managing IT, IT and Value Chain
- IT Foundation
- Computer and Telecommunication Networking Fundamentals, PC, Storage Device Concept, Internet, WWW, Hosting, Web Technology, Security, Distributed IT Architecture
- ERP Business Best Practice & Enterprise Resource Planning (ERP), ERP Fundamentals, Logistics, Controlling, ERP Implementation Plan, Guideline of Software Selection, Benefits, Risks, Trends & Opportunities
- SCM (Supply Chain Management), Overview of Supply Chain Management (SCM), SCM roles in procurement, Production & distribution, Benefits
- CRM (Customer Relationship Management), Customer Lifecycle, CRM Implementation, Marketing Channels, Personalization, Sales Automation, One to One Marketing, Call Center, Benefits
- IT Challenges and Opportunities, Organization & Digital Infrastructure, Knowledge Management, Collaboration Tools, Intranet Utilization, E-Mail Management, IT/Software Project Development Process, Unified Model Language, Software Engineering with Capability Maturity Model, Change Management, Vitality Curve, Balance Scorecard, Management Cockpit

\* Class lectures will be in Thai, course materials will be in English

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# Why Boston Network?

- **World Class Curriculum** - our course curriculums incorporate best-in-business thinking and practices and are designed for all organizational levels.
- **Renowned Trainers** - all our seminars, conferences are led by senior executives, managers, authors, educators, consultants, even CEOs. They're not only skilled speakers, but top business practitioners who have been in the trenches
- **Satisfaction Guarantee** - we are totally focused on customer satisfaction. Our 100% customer satisfaction guarantee is the factor that will distinct us from others.
- **Experienced Training Specialist** - with more than five years of experiences, we bring in latest business know-how, world-class cutting edge management knowledge, and valuable insights to Thai society. We held over 200 seminar events each year with more than 10,000 executive participants countrywide.



### 100% Satisfaction Guarantee

After attending Boston Network seminar or event, if you are not fully satisfied that we have delivered everything promised. Simply notify the seminar administrator by the lunch break and we will refund the entire registration fee.