

# PROJECT SPECIFICATION

**Title :-** Enterprise IT Architecture as Strategy

## **Introduction:-**

Enterprise IT Architecture is about the masterminding of the overall strategic design of the organisation's IT landscape. It is a complex and often very large scale activity, requiring close communication between IT and the Business, maintaining alignment of each and serving business needs as well as developing the architecture.

Enterprise IT Architecture is gaining a literature base and an understood role; however there are strong similarities between its role and the more traditional term 'Information Technology Strategy' as used by Earl (1989) and developed from there.

The project is to trace the content, meaning use of terms in this area in order to identify the extent to which Enterprise IT Architecture is a new term or just a re-branding, and in either case to understand why.

## **Problem / Objectives:-**

1. Trace and document the origin, evolution, meaning and use of the term IT Architecture, especially Enterprise IT Architecture, and IT Strategy.
2. Assess the extent to which 'there is nothing new under the sun' in terms of IT Architecture.

## **Tasks:-**

1. Search the literature (both books and papers) for articles and case studies that use the terms above; understand also the differences between Earl's Information Systems Strategy, Information Management Strategy and Information Technology Strategy.
2. Critically analyse the meanings and uses of the terms, differentiating as much as possible between them.
3. Consult with practising IT professionals about their understanding.

## **Notes:-**

This project is not technically-oriented. The student must be proactive and energetic, with good literature research skills or willingness to learn, and an ability to assimilate and organise information efficiently and effectively. They should be comfortable or interested in searching for information, perhaps wider than the academic base.