

Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

Information Systems Strategy and Management

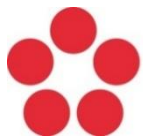
BUSINESS INFORMATICS MANAGEMENT PRINCIPLES
AND MODELS



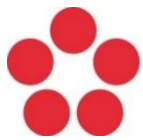
EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



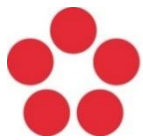
- The methodological starting point is the MMDIS methodology (Multidimensional Management and Development of Information System), which has been developed at the Department of Information Technologies of the University of Economics since the early 1990s.
- The MMDIS methodology is open, i.e., it evolves along with the development of the economic environment, information technology, and management methods. At present, it consists of eleven basic principles of management and five interconnected conceptual models of business informatics management



MMDIS Principles
Multidimensionality
integration
Layers
Flexibility
openness,
Standardization
Cooperation
Procedural approach
Learning and growth
Localization of resources and decisions
of measurability

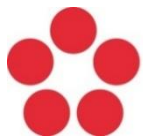
Conceptual MMDIS Models
Business management model
Based on procedural control
SPSPR model
(model of the management of the relationship between a business, and business informatics)
Model of IS/ICT creation and further development of the business
Business IS/ICT integration model
ITGPM model
(Reference model of control of business informatics)
Information strategy creation model

Table 6-1 MMDIS methodology principles and conceptual models - (Voříšek k. , 2015)



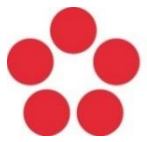
The conceptual models are a methodical tool that supports effective business informatics management. Each of the models:

- Emphasizes other dimensions (views) of management issues,
- Clarifies how to understand and manage a system through the given views,
- It is used to analyse and design a model system and optimize system behaviour through the given views,
- uses specific methods and management tools.



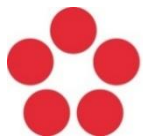
In 2008, when this book was published, MMDIS featured six conceptual models:

- Business management model based on procedural management,
- SPSPR model - model of managing the relationship between a business and business informatics,
- Model of IS/ICT creation and further development
- Business IS/ICT integration model,
- ITGPM model - reference model of business informatics management,
- Information strategy creation model.



Business Informatics Management Models

- ITGPM model
- Information Strategy Creation Model

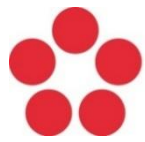


Model Objectives

- The model objective is to describe the structure of a process-managed business, i.e., the individual management levels and areas, including their relationships. The model demonstrates the place of business process management in management and how certain process parameters affect business performance. The model shows the business performance responsibilities of the individual management levels and how and at what levels the business responds to changing circumstances and changes within the business itself.

Principles Applied in the Model

- Taking into account that the model covers the entire business and all its areas, it features



Business Management Model Based on Procedural Management

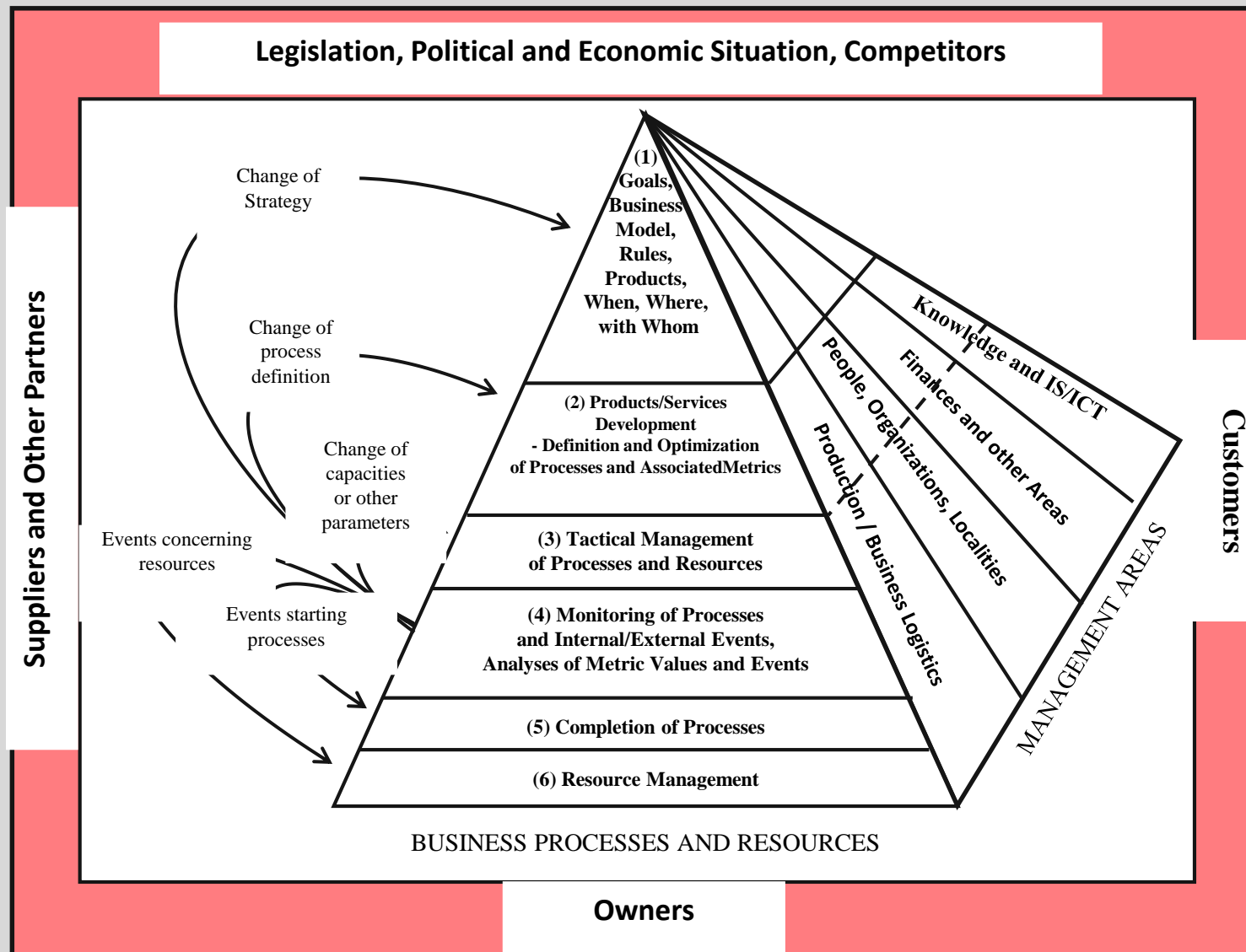
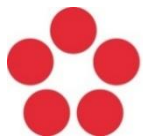


Figure 6-1 Business Management Model Based on Procedural Management - (Voříšek k. , 2015)

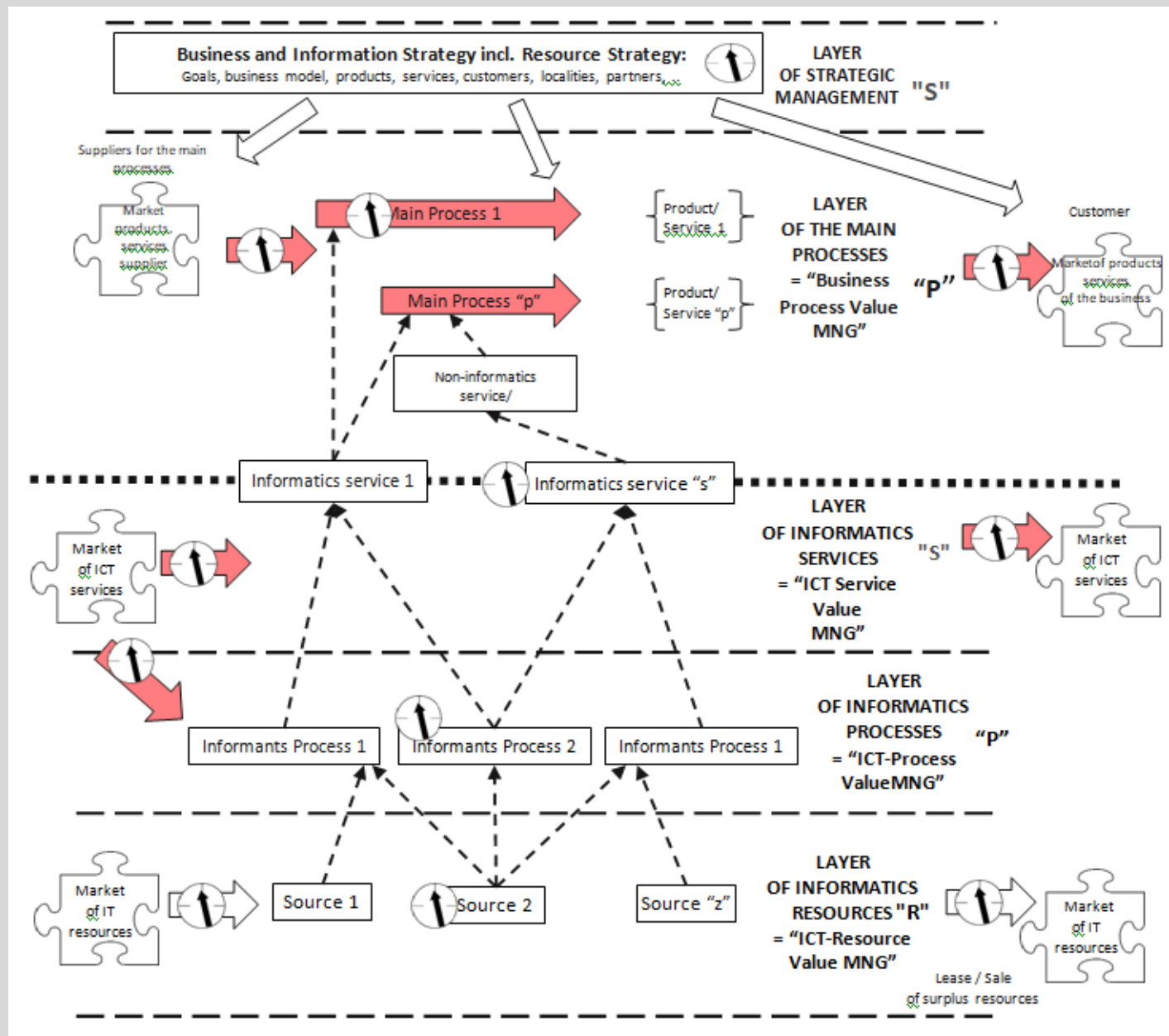
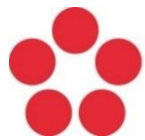


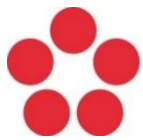
Model Objectives

- The model solves the relationship between business process management and business informatics management. It defines the basic responsibilities of business and ICT managers in business relationship management - business informatics.

Principles Applied in the Model

- The principles of multidimensionality, layers, standardization, cooperation, process approach, and measurability are explicitly used in the model.





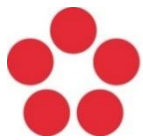
Model of business IS/ICT creation and further development

Model Objectives

- To capture the stages and dimensions of the business IS/ICT development, describe the links among the business strategic management, strategic management of informatics, information projects, and information system operation. To determine which dimension (-s) are priority in every phase of the IS/ICT development.

Principles Applied in the Model

- The following principles of the MMDIS methodology are explicitly used in the model:
multidimensionality, integration, and layering.



Business IS/ICT Integration Model

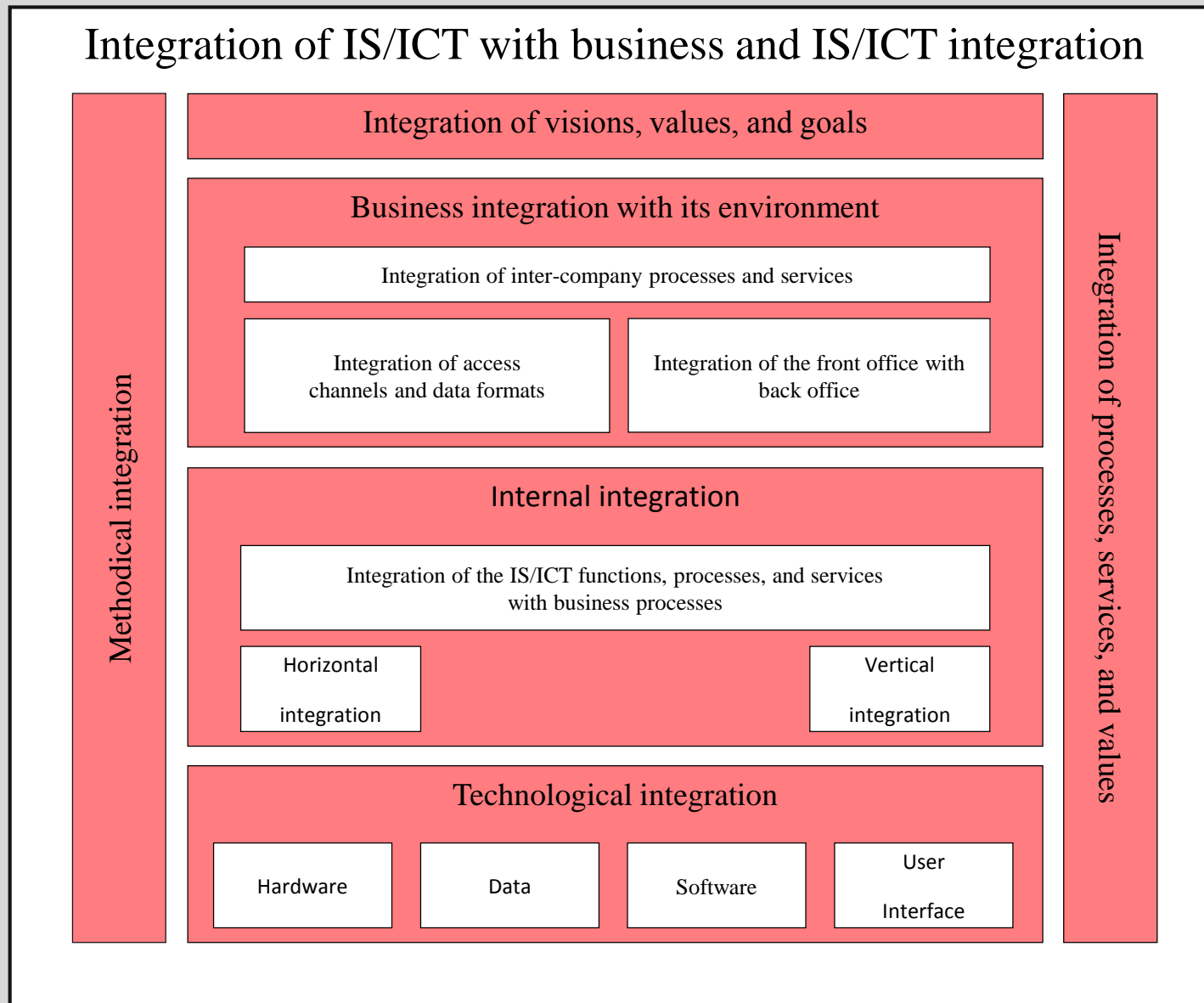
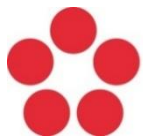


Figure 6-3 Model of IS/ICT business creation and further development - (Voříšek k. , 2015)



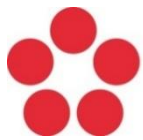
Business IS/ICT Integration Model

Model Objectives

- To integrate IS/ICT with business and integrate IS/ICT components to each other, thereby increasing the business IS/ICT performance.

Principles Applied in the Model

- The following MMDIS methodology principles are explicitly used in the model:
multidimensionality, integration, layers,
flexibility, standardization, and co-operation.

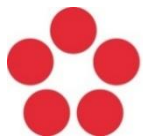


ITGPM Model Objectives (IT Governance and Performance Management)

- To describe a reference model of business informatics management based on similar models (in particular from ITIL and CobiTu) and at the same time on the experiences of the members of the Information Technology Department and ITG consultants.

Principles Applied in the Model

- The following principles of the MMDIS methodology are explicitly used in the model:
multidimensionality, integration, layers, flexibility, standardization, cooperation, process approach, resource localization, and business continuity.



Information Strategy Creation Model

Model Objectives

- To describe the information strategy creation process.

Principles Applied in the Model

- The following principles of the MMDIS methodology are explicitly used in the model:
multidimensionality, integration, layers, flexibility, standardization, cooperation, process approach, resource localization, and decision making.