**SMU EMIS DAC**

**Proposed Curriculum for Pilot CIO Executive Development Certificate Program**

**Format:** Alternate Saturdays 9am to 2-4pm over a span of two months

**Dates:** Spring 2012

**Location:** SMU Campus

**Objective:** This curriculum is planned by CIOs for peers, direct reports and/or prospective CIOs at large companies (over $750K in revenue). While many of these topics have been addressed in other public venues at a basic level, these sessions are focused on the complex environment faced by today’s CIO’s which requires a more refined skill set. This curriculum has been requested by and vetted by some of the DFW area’s most proactive Chief Information Officers. A general overview of the topics follows:

**Session 1: Business IT Convergence 2 hours**

1. Business Planning that integrates IT – using IT to enable the business. That is, create, build, manage, execute, and maintain delivery mechanisms. Interpret where the business is going and help formulate a plan to translate that vision and mission into an actionable plan that IT can implement.
   1. Conceptualize the plan
   2. Communicate the plan – upward for funding (See Session 5 on Executive Presentations)

Suggested Speakers: Charlie Feld (class reads IT Blind Spot prior to class, discusses in class)

**Session 2: Program Management (PMO) 2 hours**

1. Using a PMO to build the plan. Project economics, business cases, IT logic, management approach, options for governing. Provide financial administration model with appropriate governance oversight process that includes financial integrity and controls for a multi-million dollar project. Correct capitalization, amortization, ROI, bill reconciliation, and being engaged with the finance & legal departments. Reporting to external customers and board.

Suggested Speakers:

**Session 3: IT Sourcing Decisions 2 hours**

1. Key drivers for use of in-house, off-shore, near-shore, cloud, shared service centers, and third party firms.
2. New challenges – cloud, social media, etc.
3. Contract management

Suggested Speakers:

**Session 4: Legal Issues 2 hours**

1. Legal issues in today’s environment (social media, etc.)
2. Dealing with regulatory issues and variety of government environments in global economy
3. Contract issues
4. Records Management

Suggested Speakers: Peter Vogel ( Gardere Wynne Sewell)

**Session 5: Finance & Governance 2 hours**

1. Fiscal Management of IT – Working with the CFO for effective business planning. Business economics, basic Finance concepts & terminology (finance, chargebacks, supply chain, ROR, par level inventory, compliance requirements, XRBL, finance issues facing the company)
2. Overview of IT Governance Frameworks (ITIL, COBIT, Standards, PCI, HIPPA, etc.) - using IT Governance frameworks to actualize the business plan

Suggested Speakers:

**Session 6: Leadership 3.0 2-4 hours**

1. Management of IT people – working with HR, Finance, Legal and other departments, performance reviews, interviews (what questions NOT to ask)
2. Executive Presentations – how to communicate a plan upward to management in clear pictures by scaling the message from 60 second pitch, to 1 page recap, to 15 page deck, to full detail document. Includes a discussion of what to do, use of visual cues, and what to avoid. Branding (company, divisional), relations with other departments. Technical writing.
3. Branding
4. Innovation

Suggested Speakers:

**Session 7: Enterprise Architecture Models 2 hours**

1. Business process engineering, systems thinking and analysis
2. Design (cloud, SAAS, thin client, mainframe) – managing proliferation of platforms, system administration, performance analytics
3. Mobility, borderless enterprise
4. Innovation, globalization, mergers & acquisitions
5. Strategic information – proliferation of data, data management, performance reporting tools and dashboards, business intelligence reporting

Suggested Speakers: Accenture, Dell

**Session 8: IT Risk Management & IT Security 2 hours**

1. Today’s IT Risk Universe and IT Risk Measurement Framework – how to build a comprehensive ITRM framework, tie it to the Enterprise Risk Management framework, and communicate it to your board
2. IT Security Reporting and Oversight – How do you know if your security architecture is comprehensive? What constitutes an acceptable security model? What is an acceptable level of risk? Provide an overview of some basic IT security concepts (perhaps the SANS poster, show heat map concept of IT security (operational definition and what does threat profile look like and where does your company stand so they can decide what level they are comfortable with and what the cost would be if they wanted to increase their level of security)
3. Audit Support – compliance frameworks (SOX, HIPPA, PCI, etc.), responding to audits – how to deal with auditors: internal, external, & regulators; what to expect, how to deal

Suggested Speaker: Steven Brown, Tenet

**Optional Session X:** OPEN - Select case studies, guest speaker, and/or topic of class choice 2 hours

1. This is an open format to be determined by the students near the beginning of the course to address their concerns. Attendees can suggest topics of interest, recommend an interesting speaker; or, a suggestion may emerge from current events. Alternately, this can be a closing, networking session with refreshments.

Suggested Speakers: