

# Professional Development Education Discussion

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# Current Professional Development Activities

- Development and pilot of an EA Fundamentals Certificate Course
- Discussions on possible follow-on courses
- Discussions on possible executive education courses and partnerships

# Potential Areas of Contribution

- Comment on Current Offerings
- Discuss Possible Additional Offering Ideas
- Discuss Marketing of Professional Development Offerings
- Discuss Possible Partnership Ideas

# Introduction to Enterprise Architecture

- Target: Professionals new to EA, people from other parts of the organization, customers, suppliers, etc.
- On-line, self-paced, faculty lead, approx 40 hours in length
- Two elective credits that can be applied toward the masters program

# Introduction to Enterprise Architecture

## Major Areas Include:

- The Business Case for Enterprise Architecture
- Foundational Concepts
- Strategic Alignment and Enterprise Architecture
- Understanding Organizations
- Understanding the Enterprise Information Technology Architecture
- Planning for Enterprise Architecture
- Enterprise Modeling
- Building and Maintaining an Enterprise Architecture
- Enterprise Architecture Governance
- Organizational Change for Enterprise Architecture
- Leadership and Decision Making for Enterprise Architecture
- The Enterprise Architecture Project Team
- Enterprise Architecture Success Factors
- Value and Risk Analysis for Enterprise Architecture
- Comparative Analysis of Popular EA Frameworks and Methodologies
- The EA Profession Framework
- Business Implications of EA Approaches & Summary of EA Value

# Introduction to Enterprise Architecture

## Student Quote

My knowledge of Enterprise Architecture and the value that it can bring to an organization has changed dramatically because of this course. When I started the course, I could only guess what Enterprise Architecture was - I hadn't even heard of it until I was offered the chance to take this class.

I think the biggest thing that I gained from this course is not a lesson from one particular reading, or a nugget gleaned from one of the topics. Rather, it is a broadening of my perspective in how I look at an organization or business. Having not studied business (or anything related!) in college and being a relatively new hire, my perspective on business is narrower, I suspect, than many of the others taking this class. What this class has helped me do is look at my company and the current project I am on much more holistically. I think now not in terms of the division of the company I am in, or the particular project I am on with my client, but now in terms of how my division in my company supports the entire company, and how the particular client project I am on right now impacts not only the individual employees that I work with on the client site, but the entire client organization. I am much more curious about how the little things I do support the bigger organization, and how the things I do can be improved to better support the mission and goals of the entire organization. I have much more of an appreciation for the power of IT, and an understanding of how important it is to get IT fully integrated into and aligned with the business goals of an organization or company. This broad perspective is something that I would have come to eventually through working, but it is something that I believe would have taken a while. This course accelerated that learning process by forcing me to think outside of my sphere of activity to how my activity affects the whole organization.

# ETS Executive Program

- Target: Senior Level IT Executives. Typical titles include VP, CIO, Senior Director
- Residential program conducted at executive education center at Penn State
- Partnership with Gartner
- Faculty consists of leaders in the field
- Class size is limited to 30-35

# ETS Executive Program

## Major Areas Include:

### **Strategic Alignment of Business and IT**

Understanding organizational architectures needed for the Information Age  
Aligning organizational and IT strategy

### **Core Ideas of Adaptive Enterprise Architecture**

Aligning business strategy with enterprise architecture  
Developing strategies to maximize the value of IT initiatives  
Strategic alignment and change management  
Strategy, management, and the human system  
The role of IT decision making  
Exploiting opportunities while managing risk

### **Designing Effective Business Architectures**

Identifying the organization's competitive imperatives  
Leveraging resources to capture and deliver value  
Matching value-adding metrics to strategic quests  
Crafting business management models for effective alignment  
Enabling business processes through IT  
Enhancing externally/internally integrated value/supply chains  
Managing the multi-sourced environment

### **Enterprise Portfolio and Program Management**

IT portfolio management and prioritization  
Developing business cases for programs that enhance strategic alignment  
Assessing program performance and value  
Architectural change and risk management strategies  
Developing strategies and techniques for managing the IT program life cycle

## Potential Areas of Contribution - Timeline

Comment on Current Offerings	Now - September 1, 2011
Discuss Possible Additional Offering Ideas	Fall 2011 / Spring 2012
Classroom speakers (virtual) Discuss Marketing of Professional Development Offerings	Now - September 1, 2011
Discuss Possible Partnership Ideas	Ongoing

# The Educational Continuum

Introduction to  
EA

Masters  
Program

Undergraduate  
Program

Executive Education  
Program

# Questions / Discussion