IS/IT STRATEGIC PLANNING
FOR WIJAYA KUSUMA UNIVERSITY OF SURABAYA

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ABSTRACT

Wijaya Kusuma University of Surabaya, as one of the private universities in Surabaya which gain a lot of interest, had information systems and information technology to support its operational activities of academic. However, the existence of information systems has not been fully integrated with its related work units, and there are some information systems not been used properly because they don’t fit the needs of their users. Development of information systems are not planned and don’t have guidance on IT investment policy because the institution does not have a master plan of IS/IT to support its strategic plan. In this study, strategy formulation process is done in several stages, assessing the current state by analyzing the external and internal business and IS IT environment and then followed by a SWOT Analysis. For the interpretation phase of the needs analysis is done by using the Value Chain and CSF, which is followed by a stage of strategy formulation. The result of SWOT analysis shows that UWKS position is in quadrant IV (Weakness - Threat) which means that the focus of the strategy is to address the weaknesses in order to minimize the threat. There are nineteen applications needed for UWKS, ten of which are already owned but still in need of improvement to be used optimally in order to meet the business needs of the institution.

Keywords : IS/IT strategic planning, application portofolio, SWOT Analysis, Value Chain, CSF