# Transcript: It Podcast - C954 What is in 11.1

*The following transcript is a verbatim account of the video or audio file accompanying this transcript.*

Speaker #1 (Narrator):

WGUs IT Audio Series, flexible, portable, profound.

Speaker #2 (Lavender):

Hello, and welcome to our podcast. This is Lavender. I'm a program mentor in the MSITM program, Master's of Science, Information Technology Management. With me is Jerry Geyser, a course instructor also for the MSITM program. Today, we're talking about a course in the program called Information Technology Management or C954. It's an objective assessment course, meaning to pass the class, you need to pass the test. Today, we want to specifically focus on the decision-making process, starting around Chapter 11 in the reading material. Jerry, can you tell me why this is an important part of the material.

Speaker #3 (Jerry Geyser):

Lavender, that's a great question. The reason why this is so important is because 78 percent of the exam looks at how does the business run? How do we in the IT world make our adjustments to the business or how we can help the business run efficiently, and then the business being more successful means that the IT world is more successful. So it puts us into a new realm of really working hand-in-hand towards the business and business goals.

Speaker #2 (Lavender):

We're not just dealing with IT departments, we're dealing with the company as a whole and making decisions that will hopefully benefit the company?

Speaker #3 (Jerry Geyser):

That is correct. Yes.

Speaker #2 (Lavender):

Help me help me understand some of these concepts a little bit better. Years and years ago, I worked in application development for a utility company. So it was an IT department, but the primary business was distribution of water and power. When I was in application development, I would write code, look at code, test code, so on and so forth. Very exciting stuff. That would be operational, right?

Speaker #3 (Jerry Geyser):

Yeah. If you're looking at 11.1, it starts with a pyramid and you have three levels. You have operational, managerial and strategic. The operational piece is exactly what you talked about. It's what you come in, you do it day to day. It's very defined. It doesn't change. It's working through all of the processes every day to produce something.

Speaker #2 (Lavender):

In that case, that would have been the code for the CRM that we were a part of at that time?

Speaker #3 (Jerry Geyser):

Correct.

Speaker #2 (Lavender):

Then sometimes we would have changes that we had to implement. Maybe they decided to change the offering. They have time of use plans, for example, and they would change those occasionally. So that would be managerial?

Speaker #3 (Jerry Geyser):

Yes. So at the managerial level, you're basically looking at the operations and when inefficiencies are introduced or you have a peak time, let's say that you need to rush to get code to the deliverables to the business or you need to make adjustments because the schedule is changed or the business demand has changed, what you do is in the managerial part, according to the book, is what you're looking at, is how can we introduce efficiencies into operation to get it back to optimal level.

Speaker #2 (Lavender):

Those are the kind of the middle manager decisions, right?

Speaker #3 (Jerry Geyser):

Yeah. In the book, it says it's employee related, but it is semi-structured where operations is very structured. Managerial also is more based on analytical because you have to make decisions and adjustment based on what is happening to operations.

Speaker #2 (Lavender):

So operations is affected by the managerial decisions.

Speaker #3 (Jerry Geyser):

Correct. Yes.

Speaker #2 (Lavender):

When we talk about strategic goals, that's more in the lines of acquisitions or entering a new market or something like that. Can you expand on that for me?

Speaker #3 (Jerry Geyser):

Yeah. So with the strategic level, the business is looking at, well, what are we going to do 1, 3, 5 years? Are we going to be impacted by outside things? I think when you were talking earlier, you were sharing with us about how you were working on a CRM and doing some application development. That CRM could be used by the company to possibly reach out to a new customer base, maybe introduce some new efficiencies so that it could decrease their costs, or maybe they were going to do some agreement initiatives. So they were going to take those three possibilities to run with it, and that was going to drive their strategic initiatives. That is what the book talks about. So it's very unstructured. It's very broad, and it can also be impacted by outside factors. For example, a lot of companies had a lot of strategic initiatives that were impacted by COVID and they were changed. That's why the book, again, describes it as very unstructured.

Speaker #2 (Lavender):

Sounds like all these different methods or all these different levels of decision-making are tied together, they're dependent on each other.

Speaker #3 (Jerry Geyser):

Yes. That's what's really great about how this book starts out, is, again, we're looking at how the business thinks. First, we have the operations. When the operations has some efficiencies, or we have to turn it up during peak times, or turn it down during other times, we make managerial decisions to then make analytical changes to it, and then that adjusts to a strategic decisions. Well, where are we going to take our market 1, 3, 5 years? So yes, it's a pyramid that stacked up one on top of the other.

Once we get this concept, in future podcasts, we'll be able to talk about, well, where are the transactions tied to this, and then how the businesses make better decisions from there, and how IT helps those businesses succeed.

Speaker #2 (Lavender):

I just used the utility company as an example because that's where my background is. But I think you can apply these to any industry and see different functions in a business and how they're related in this process.

Speaker #3 (Jerry Geyser):

Yeah. I have great conversations with students all the time. Sometimes we have students who are in application development like you, other people who are in the business industry, other people who are doing IT support operations are your day-to-day activities, and you can always relate to when the manager calls us and in case of emergency or changes. You can think about this in your own personal experience, and the best way to succeed with learning these chapters is to take this information and really apply your own personal experience, and then it starts to make sense, and you realize that the story is being built throughout the book, and you're no longer just learning definitions, but you're learning how to be a better business IT manager for the business.

Speaker #2 (Lavender):

Well, this has been really enlightening today, Jerry. I really appreciate you taking the time to talk to me about this, and hopefully we'll be able to do a few more on the next chapters in the book.

Speaker #3 (Jerry Geyser):

Thank you, Lavender. You have a great one.

Speaker #2 (Lavender):

You too. Thank you.

Speaker #1 (Narrator):

Schedule time with your course instructor to explore more deeply. WGU, a new kind of you.