



INFORMATION SYSTEMS MANAGEMENT LABORATORY

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Universidad Nacional del Sur

Universidad Nacional de La Plata

CONICET, Argentina

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- 6 ASSESSMENT

WELCOME





Elsa Estevez

PhD in Computer Science

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- Chair holder of the UNESCO Chair on Knowledge Societies and Digital Governance at Universidad Nacional del Sur
 - Independent Researcher at the National Council of Scientific and Technical Research (CONICET)
 - Full Professor at the National University of La Plata
 - Consultant for Inter-American Development Bank (IADB) on the matters of digital government, particularly in Latin America.

I was:

- Senior Academic Program Officer and Academic Program Officer at the United Nations University (UNU) in Macao and Portugal
 - Visiting Professor at the National University of Rio Negro, Argentina; Gdansk University of Technology, Poland; University of Minho, Portugal
 - Head of Information Technology (IT) departments in large financial and pharmaceutical organizations in Argentina.
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Research interest

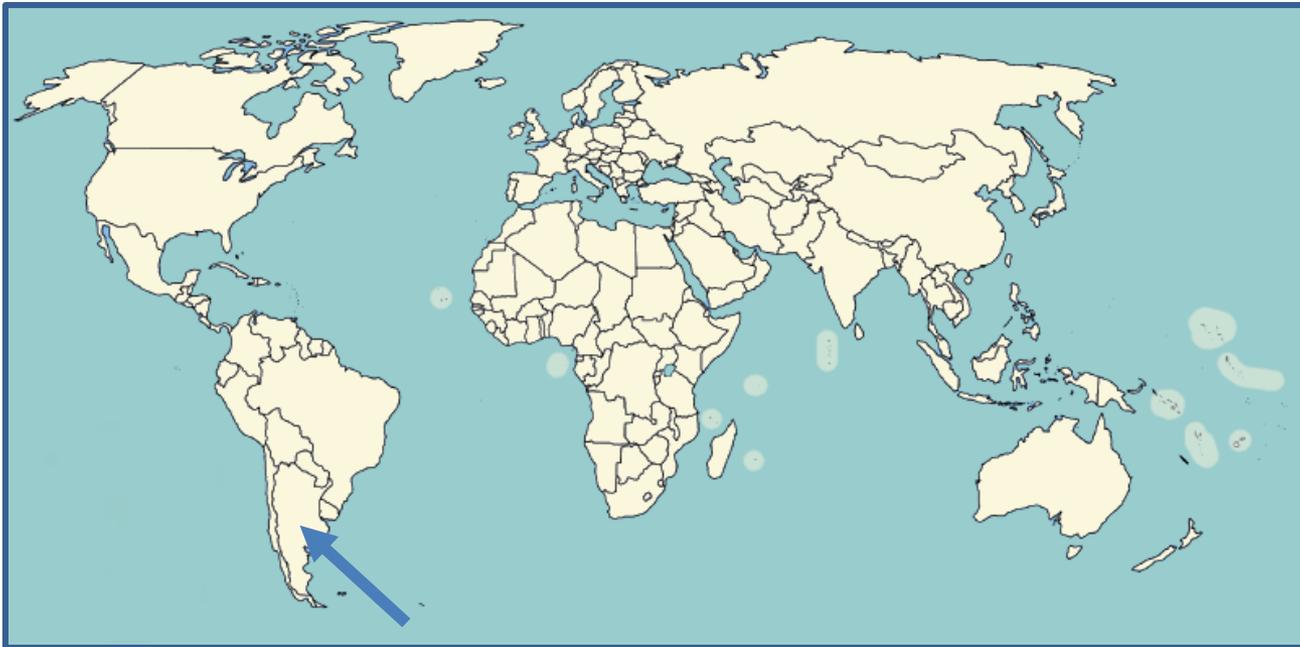
- structuring of the information technology function in government, digital transformation of government-citizen relationships, and the impact of such transformation on nations' and cities' capacity to pursue sustainable development.

Main research projects:

- organizational and governance model for digital transformation in government
- citizen participation
- building capacities for smart sustainable cities

LECTURER – WHERE I COME FROM

- South America, Argentina, Buenos Aires Province, Bahia Blanca



LECTURER – WHERE I COME FROM, BAHIA BLANCA



TO LEARN HOW TO ...

- conduct a visioning process for a digital transformation strategy for a SME
- define instruments for strategy development
- produce a Balance Scorecard
- define a strategy for stakeholder management
- define a Project Overview Statement for a quick-win project

CONTENT

- ✓ Change Management Process
- ✓ Visioning
- ✓ SWOT Analysis
- ✓ Balance Scorecard
- ✓ Stakeholder Management
- ✓ Stakeholder Identification, Communication Strategy
- ✓ Short Term Wins
- ✓ Project Overview Statement

PARTS	DESCRIPTION
1	A short lecture to introduce the topic for the lab and provide general instructions on the exercise
2	Students working in groups carrying out the exercise as a group and documenting them as appropriate
3	Each group presenting work done to peers for quick comments and questions.

TYPE OF ASSESSMENTS

Written	The team work finishes with the submission of a 1-page document
Orally	The document will be presented orally by the team members
Engagement	Students are encouraged to contribute to other's team work

Questions?

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