

Development Of An IT Policy
For A
Private College

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Executive Summary

The organisation to be studied, Kolej Damansara Utama (KDU) was established in Petaling Jaya in May 1983. Its two branch campuses in Penang and Sibu were set up in 1991 and 1997, respectively. It has a paid-up capital of RM2.35 million and it is a wholly owned subsidiary of property-based Paramount Corporation Berhad, which is listed on the KLSE Main Board.

KDU was at a great competitive disadvantage when it missed out on the "3+0" approval announced by the Minister of Education on 1st July 1998. Further, discriminating consumers are putting a downward pressure on the cost of education while there is significant upward pressure on programme quality.

This research project has revealed that technology deployment is the key to KDU's strategy to re-capture its competitiveness. The technology issues that have the most impact upon the college include web-based distance education, innovative and cost-effective approaches to IS development and equipment management, securing critical business information, as well as attracting and retaining highly skilled IT staff by projecting an image of aggressive growth.

The payoffs in adopting these recommendations would be improved cost-efficiency, the opportunity to market a more innovative approach to learning, retain skilled and motivated IT staff as well as a younger and vibrant image as a pre-eminent private college. In doing so, it is hoped that KDU will be able to create sufficient capabilities from employing effective technology management policies so as to develop a sustainable competitive advantage through to the next millennium.

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