A Case Study in Developing the MIS Master Plan

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ABSTRACT
This paper presents a case study of utilizing the new methodology for IT planning introduced by Dadashzadeh (2010) for developing the MIS Master Plan for a country’s Physical Education Organization. The methodology has proven to be effective in creating organizational understanding and consensus in where and why to invest in business process re-engineering and information technology. Clearly, wider application and empirical research is necessary before any conclusions can be drawn in terms of its advantages for developing an effective MIS Master Plan in shorter duration than other established methodologies including IBM’s Business Systems Planning (BSP), Rockart’s Critical Success Factors (CSF), and James Martin’s Information Strategy Planning (ISP). This case study presents a step towards that end by documenting the application of the methodology for the Ministry of Physical Education in Iran.