Block I Basic terms, strategic alignment and EAM

The first block of this course introduces the basic concepts and terms of Enterprise Architecture Management (EAM). We initiate the course and this block with an online meeting via yOUlearn with students and the lecturers to get the course started. Next, this block continues with the first learning unit (LU), which corresponds to the first ('Introduction') and second chapter ('An EAM navigator') of the book 'Strategic Enterprise Architecture Management. *Challenges, Best Practices and future development*', by Ahlemann, Stettiner, Messerschmidt and Legner (*Eds.*). The EAM navigator incorporates seven building blocks of successful EAM initiatives: I. Top management awareness and support (a CxO agenda), II. EAM governance and organization, III. Embedding EAM into strategic planning, IV. Embedding EAM into the project life cycle, V. Embedding EAM into operations and monitoring, VI. EA frameworks, modeling and tools, and VII. People, adoption and EAM introduction. The second LU concerns the EAM agenda for the CxO; chapter 3 of the book. In this chapter we introduce EAM as a management philosophy that embraces holistic and sustainable corporate change. Also, in LU 2 students will read an academic paper concerning EAM research (the large body of EA literature) and relevant EAM research areas in a way that is concise and meaningful to both researchers and practitioners. Also, students will do some basic assignments and initiate a research project that they will be working on during the eleven weeks of the course. LU 3 discusses EAM governance and organization and corresponds to chapter 4 of the book. This LU elaborates on how EA governance provides project teams with a structure to guide decision-making, especially with regard to solutions design and technology choices that optimize the value of architecture components across enterprises. Also, student will read an academic paper concerning the development and maturity of the enterprise architecture practice. Like LU 2, LU 3 also includes various assignments and project assignments.

Learning unit 1 Enterprise Architecture Management

INTRODUCTION

LU 1 initiates the course with an overview of Enterprise Architecture Management (EAM) concepts. Doing so, students will learn what EAM is: a management discipline that helps to systematically design and develop an organization according to its strategic objectives and vision. Within this LU, students will also learn what the seven building blocks of successful EAM initiatives are.

LEARNING OBJECTIVES

After studying this first LU, you should be able to (I) define what EAM is, (II) what it comprises, and (III) what the main building blocks of successful EAM initiatives are. You should also be able to (IV) consistently use EA and EAM terms and concepts.

Workload
The workload is about 10 hours.

STUDY CORE

1.   First online meeting

We initiate this course, block and learning unit with an online meeting via yOUlearn with students and the lecturers. We will discuss the content and structure of the course and focus on the main tasks, assignments, deliverables and the course project.

2.   Reading Assignments

Study the first chapter ('Introduction') and the second ('An EAM navigator') in the book 'Strategic Enterprise Architecture Management. *Challenges, Best Practices and future development*', by Ahlemann et al. This will help you get started with the course and acquaint yourself with the main basic terms that we will use throughout this course.

3.   Practical assignment: Drawing an analogy between car design and EAM

In this first practical assignment we ask you to think about the analogy between designing a car and the discipline of EAM. As an example, the textbook gives a similar analogy between city planning and EAM. Please do this same exercise on your own, using the standard template that you will find on the yOUlearn course site.