



WESTFÄLISCHE  
WILHELMS-UNIVERSITÄT  
MÜNSTER

# Master of Science in IS

## Module “Information Management”

Master Orientation Day

10 October 2014



# AGENDA

**A. Educational Goal**

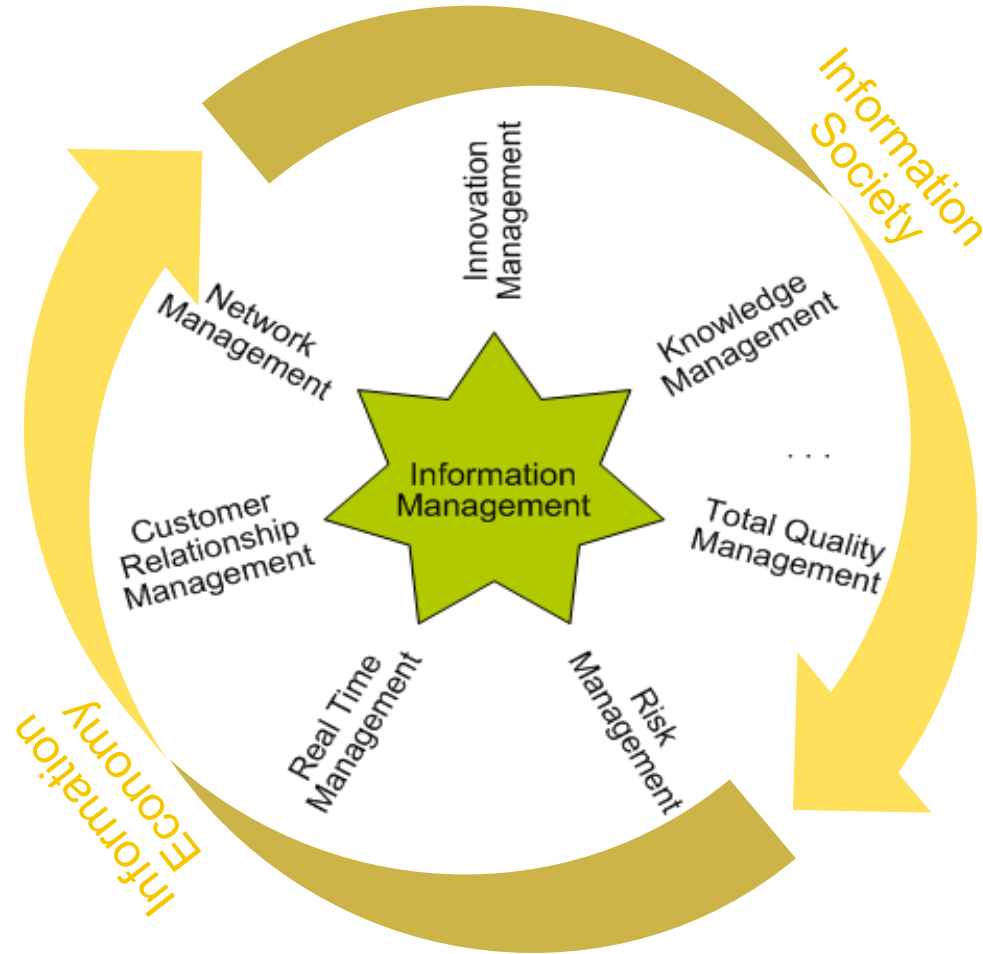
**B. Job Profiles**

**C. Module Overview**

## Educational Goal

## Motivation for Information Management

IM at the heart of  
Management  
in the Information Age



# Educational Goal

## What is Information Management?

- Information Management (IM) is concerned with the question of how the **information that are relevant for conducting business** can be provided **via a technology-based infrastructure**, the so called “Information Infrastructure”
- The **interest** of Information Management is a managerial not a technological one: IM is concerned with the **cost and benefits** of such an Information Infrastructure
- IM takes the **perspective of a (senior) executive**, not that of a technician, developer or administrator. The IM perspective is a managerial one!

➤ **The IM programme is education and training for prospective IT executives in the Information Age Organisation!**

## Job Profiles

<b>Director Organisation and Data Processing</b>	Head of the functional unit that is in charge of information processing and IT in business
<b>Chief Information Officer (CIO)</b>	Member of the board, advocate of IT to be used as a business enabler
<b>System Analyst</b>	Specialist capable of capturing user requirements and identifying organisational problems to be met with IT solutions
<b>Data Centre Director</b>	Senior Executive responsible for planning, deploying and running the technical infrastructure
<b>Head IT Customer Service and Support</b>	Manager accountable for the interface between IT and business supporting in case of IT disruptions or requests on the business side
<b>IT Project Manager</b>	Planning and Controlling of IT based Projects, Organisation and Leadership, Project Budget and Outcome responsibility
<b>Software Engineer</b>	Technical specialist concerned with planning, designing and implementing computer programs and large software systems

## Job Profiles

<b>IT Controller</b>	Staff position to senior executives in larger organisations concerned with the evaluation of IT investments (business case) and projects, budgeting , charging, and the cost and benefits of IT deployment
<b>Data Protection Officer</b>	Senior official supervising the use of personal data and data protections in larger organisations
<b>Marketing / Sales Director in an ICT Firm</b>	Specialist capable of capturing user requirements and identifying organisational problems to be met with IT solutions
<b>Managing Director of a Software Business</b>	General Manager of an innovative, medium-seized technology firm
<b>Official / Politician</b>	Evaluation of industry support or loan programmes, appraisal of technology development and promotion effects
<b>Founder of a virtual auction business</b>	Setting up and implementing a business plan for an innovative, IT based business model
<b>Database “Manager” Database Administrator</b>	Specialist concerned with the design and implementation of data bases, also responsible for back up and data protection

## Job Profiles

<b>IT Management Consultant</b>	<p>Advisor to board or senior executives in questions of:</p> <ul style="list-style-type: none"><li>IT strategy development</li><li>IT investment planning</li><li>IT organisation</li><li>IT governance</li></ul> <p>Mentor in programme and project management</p>
<b>IT Auditor</b>	<p>Reviewer of general IT control mechanisms with respect to legal requirements or industry standards, in particular concerned with IT governance, IT compliance and IT risk management</p>
<b>IT Architect</b>	<p>Chief Architect responsible for translating IT strategy into a master plan for the information infrastructure and for introducing and enforcing standards. He is provides aggregated information on the IIS to IT director, functional directors, CIO and board members as a basis for internal discussion and for information of external stakeholders (e.g. business partners).</p>

# Job Profiles

## Exemplary Assignments from IT Management Consulting

Topic	Exemplary Client Concerns
<ul style="list-style-type: none"><li>• Project co-management</li><li>• Investment appraisal</li><li>• Governance</li><li>• Sourcing</li><li>• Organisation</li><li>• Cost containment and reduction</li></ul>	<ul style="list-style-type: none"><li>• How to coordinate a project to introduce an ERP-software world wide?</li><li>• What are the benefits of the ERP introduction? Are the expected benefits worth spending the money?</li><li>• Who should make IT decisions?</li><li>• Who contributes to IT decision making?</li><li>• What should the decision making process look like?</li><li>• Where and how could outsourcing increase IT efficiency? Which services can be provided externally? Which tasks need to be kept in-house?</li><li>• How to organise the IT function across different business units of a corporate group?</li><li>• Does our organisation spend too less/much for IT? Could the cost be reduced by 20% in order to meet the overall cost objectives of the firm?</li></ul>



# Module Content

## Managing the Information Age Organisation

### Contents

The MIAO course ...

- provides students with an overall understanding of management studies and organisation theory,
- investigates the applicability of traditional management theories to the challenges that organizations in the information age are faced with,
- thus intends to develop awareness for an effective management of the information age organization.

# Module Content

## Managing the Information Age Organisation

### Teaching Mode

- *Traditional lectures* are combined with (50%)
  - occasional *reading of academic papers* (25%)
  - and occasional *case study analysis* (25%)

Drawing on these instruments, understanding of the theoretical knowledge will be extended and deepened.

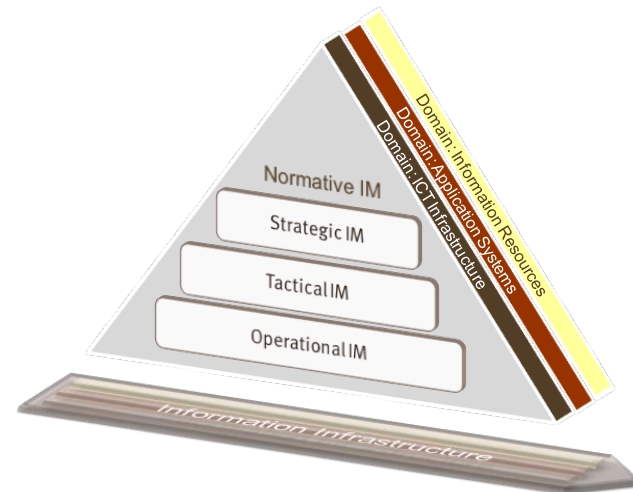
# Module Content

## Information Management Task & Techniques

### Contents

The course gives an overview of executives' tasks and decisions in information management and familiarises them with the tools needed for their fulfilment.

- IT investment planning
- IT portfolio management
- IT programme and project management
- IT operations management
- IT sourcing and shoring
- IT organisation
- IT governance



# Module Content

## Information Management Task & Techniques

### Teaching Mode

- The scope of IM tasks and challenges as well as the methods and techniques that can be applied to them are introduced in *traditional lectures* (2/3)
- Drawing on case examples, the application of techniques to a range of IM tasks will be trained in *additional exercises* (1/3)
- As the time schedule allows, occasional *presentations* by IT executives or IT management consultants give insight into the practice of IM

# Module Content

## Information Management Theories

### Contents

Current academic debate on IM theories including

- IT Strategy Theory
- IT Productivity Theory
- Organisation Theory of IS
- IT Sourcing Theory
- IT Organisation and Governance Theory

### Teaching Mode

- *Class discussion* on fundamental concepts and theoretical underpinnings of IM based on groundbreaking and seminal papers in the IM realm
- *Group work* including presentation of results in class based on regular readings

# Module Content

## Electives

### Example: IM Cases



# Module Content

## The Module at a Glance

### Managing the Information Age Organisation

- Foundations of modern management applied to ...
- Managerial challenges of the Information Age

### Information Management Tasks and Techniques

- Practical tasks and responsibilities of Information Managers
- Techniques for managing these responsibilities successfully

### Information Management Theories

- Introduction to the academic debate on Information Management

### Electives in Information Management

- IM Cases: Real world cases from industry and consultancy
- Selected topics in IM: Literature seminar on current IM issues
- Project Seminars: E. g. ITOMEX – IT Operations Excellence