

# MASTER ORIENTATION DAY

SUMMER SEMESTER 2017



# WELCOME to

➤ Department of  
Information Systems



➤ School of Business and Economics

➤ Westfälische Wilhelms-Universität Münster

# PROFESSORS

## CHAIRS AND WORKING GROUPS



Prof. Dr.  
**Jörg Becker**

Chair for  
Information Systems  
and Information  
Management



Prof. Dr.  
**Stefan Klein**

Chair for  
Interorganisational  
Systems



Prof. Dr.  
**Heike Trautmann**

Chair for  
Information Systems  
and Statistics



Prof. Dr.-Ing.  
**Bernd Hellingrath**

Chair for  
Information Systems  
and Logistics



Prof. Dr.  
**Herbert Kuchen**

Chair for  
Practical Computer  
Science



Prof. Dr.  
**Gottfried Vossen**

DBIS Group



Prof. Dr.  
**Stephan Meisel**

Quantitative Methods  
for Logistics



Prof. Dr.  
**Mathias Fischer**

IT Security Research  
Group

# MASTER ORIENTATION DAY

## AGENDA



Time	Activity
09:00 - 11:00	Welcome and Introduction to the study program
11:00 - 12:00	Information Session about Tracks and Services
12:00 - 13:00	Lunchtime Seminar (“Pecha Kucha Mode”) <ul style="list-style-type: none"><li>• Research@ERCIS</li><li>• ProjectSeminar@ERCIS</li><li>• MasterThesis@ERCIS</li></ul>
13:00 - 14:30	Networking Session
14:30 - 16:00	Keynotes
16:00 - 16:15	Conclusion of the Day

# INTRODUCTION TO THE STUDY PROGRAM

## AGENDA



-  Welcome
-  Structure & Philosophy of the Program
-  Planning your Curriculum
-  Overview of Tracks
-  Examination Rules & Sources of Information

# PHILOSOPHY OF THE PROGRAM

## INTRODUCTION TO THE STUDY PROGRAM

- Freedom to actively compose your own, individual curriculum.



- Broad or specialized education
- Domain specific or method oriented
- International
- Industry oriented

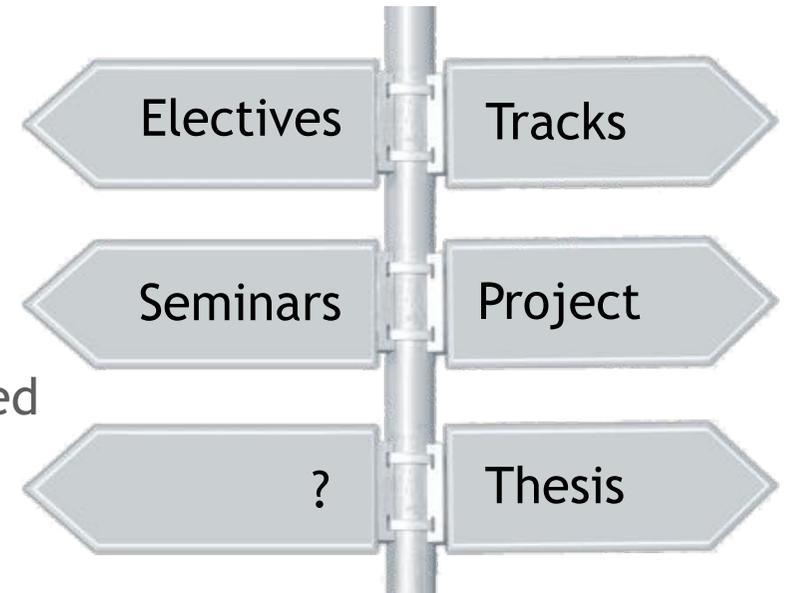


Your Task:

Make a (rough) plan for your education with us

*When to do what? What is important for me? What is possible?*

Principle #1:  
“I am free to choose and am responsible for my choices.”



# STRUCTURE OF THE PROGRAM

## INTRODUCTION TO THE STUDY PROGRAM



Building your own study program		
<b>Interactive Lecture</b>	<b>Choose 2 Tracks + 5 additional modules</b>	<b>66 Credit Points</b>
Our department alone offers 18 lectures on different topics. A track is a specialization that combines three modules over the course of two semesters. In your studies you need to choose two Tracks. In addition, you combine them with other modules or even offerings of Computer Science or Business Administration. In your studies you need to choose 5 additional modules.		+
<b>Seminar</b>	<b>Choose 2</b>	<b>12 Credit Points</b>
Seminars deals with the latest topics in research and practice. Thus, each term a new selection of seminars is proposed to students.		+
<b>Project Seminar</b>	<b>Choose 1</b>	<b>12 Credit Points</b>
In a project seminar you learn how to turn a problem to a solution. It requires you to do the full circle from the first idea to a full prototypical implementation.		+
<b>Master Thesis</b>	<b>Choose your own topic</b>	<b>30 Credit Points</b>
This will be your individual master piece: You develop the topic jointly with your academic supervisor and then embark on a research journey.		=
<b>Graduation</b>		<b>120 Credit Points</b>

# STRUCTURE OF THE PROGRAM - TRACKS



§ RULES: CHOOSE TWO; ONE NEEDS TO BE A METHOD TRACK

Tracks		Winter Semester Modules	Summer Semester Modules
Method Tracks	Business Intelligence	<ul style="list-style-type: none"> <li>• MIS &amp; Data Warehousing</li> <li>• Data Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Data Analysis 2</li> </ul>
	Information Management	<ul style="list-style-type: none"> <li>• Information Management Tasks &amp; Techniques</li> <li>• Managing the Information Age Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Information Management Theories</li> </ul>
	Process Management	<ul style="list-style-type: none"> <li>• Information Modelling</li> </ul>	<ul style="list-style-type: none"> <li>• Workflow Management</li> <li>• Enterprise Architecture Management</li> </ul>
	Information System Development	<ul style="list-style-type: none"> <li>• Logic Specification and Logic Programming</li> <li>• Data Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Concepts in Software Engineering</li> </ul>
	Business Networks	<ul style="list-style-type: none"> <li>• Interorganizational Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Information Security</li> <li>• Network Economics</li> </ul>
Domain Tracks	Logistics, Production & Retail	<ul style="list-style-type: none"> <li>• Supply Chain Management &amp; Logistics</li> <li>• Production Planning and Control</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> </ul>
	Marketing	<ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Customer Relationship Management &amp; Direct Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Channel Management</li> </ul>

# STRUCTURE OF THE PROGRAM - ELECTIVES



§ RULES: MODULES FROM OTHER TRACKS; FROM BUSINESS ADMINISTRATION OR COMPUTER SCIENCE

	Other (Examples)	Information Systems Winter Semester Modules	Information Systems Summer Semester Modules
Business Administration	<u>Finance</u> : Behavioral Finance	<ul style="list-style-type: none"> <li>MIS &amp; Data Warehousing</li> <li>Data Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Data Analysis 2</li> </ul>
	<u>Accounting</u> : Financial Accounting	<ul style="list-style-type: none"> <li>Information Management Tasks &amp; Techniques</li> <li>Managing the Information Age</li> </ul>	<ul style="list-style-type: none"> <li>Information Management Theories</li> </ul>
	<u>Management</u> : Market- and Resource-Based View of Strategy	<ul style="list-style-type: none"> <li>Information Modelling</li> </ul>	<ul style="list-style-type: none"> <li>Workflow Management</li> <li>Enterprise Architecture Management</li> </ul>
	<u>Marketing</u> : Innovation Management	<ul style="list-style-type: none"> <li>Logic Specification and Logic Programming</li> <li>Data Integration</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Concepts in Software Engineering</li> </ul>
Computer Science	Model Checking	<ul style="list-style-type: none"> <li>Interorganizational Systems</li> </ul>	<ul style="list-style-type: none"> <li>Information Security</li> <li>Network Economics</li> </ul>
	Muster Erkennung/Pattern Recognition	<ul style="list-style-type: none"> <li>Supply Chain Management &amp; Logistics</li> <li>Production Planning and Control</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> </ul>
	Compiler	<ul style="list-style-type: none"> <li>Innovation Management</li> <li>Customer Relationship Management &amp; Direct Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Channel Management</li> </ul>

# STRUCTURE OF THE PROGRAM - SEMINARS

§ RULES: COMPLETE AT LEAST 2 SEMINARS AND 1 PROJECT SEMINAR



Seminars (Examples from previous semesters)	Project Seminars (Examples from previous semesters)
Dark Side of Technology: Changing Nature of Work	Digital Business Model Development
Information Management Cases	Propaganda Wars - Bot Detection in Social Media
Dynamic Decision Making in Energy Systems and Transportation	CLAAS Customer-Self-Service App
E-Government 4.0	Botnet monitoring and visualization framework
Big Data Application in Supply Chain Management	Human Centered Evaluation of Information System Design for the Red Cross Societies
ERCIS Virtual Seminar	
User Profiling and Segmentation (Skiseminar)	

# STRUCTURE OF THE PROGRAM - MASTER THESIS



§ RULES: YOU HAVE 60 CPS → CHOOSE A TOPIC AND COMPLETE THESIS  
IN 16 WEEKS

Research Group	Topics
Chair of Prof. Becker	<ul style="list-style-type: none"> <li>• Analyzing online debates using text mining techniques</li> <li>• Product Data Management for eCommerce Internationalization</li> </ul>
Chair of Prof. Trautmann	<ul style="list-style-type: none"> <li>• Improving Cost Accuracy for Computation of TSP Features</li> <li>• Comparison of Statistical Tests for Racing Strategies</li> </ul>
Chair of Prof. Kuchen	<ul style="list-style-type: none"> <li>• Development of a generic tool for programming language-independent dependency analysis</li> <li>• Constructing Database States for Test Case Generation</li> </ul>
Chair of Prof. Vossen	<ul style="list-style-type: none"> <li>• Possibilities and Limitations of Location-Based Services using Beacon Technology</li> <li>• Gamification</li> </ul>
Chair of Prof. Klein	<ul style="list-style-type: none"> <li>• Transformation Process of Information Infrastructures in the healthcare sector - a historical perspective</li> <li>• Digital Strategy</li> </ul>
Chair of Prof. Hellingrath	<ul style="list-style-type: none"> <li>• Search Engine Industrial Plant Data</li> <li>• Development of a modeling technique to represent interdependencies in decentralized production systems in the context of Industrie 4.0</li> </ul>
Group of Prof. Meisel	<ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Customer Relationship Management &amp; Direct Marketing</li> </ul>

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# PLANNING YOUR INDIVIDUAL CURRICULUM

A CHALLENGING TASK



What is your vision, your interest?

→ an Idea

How can the program meet these?

When do you want to do what?

What is organizationally feasible?

→ a Plan

Where and when is the next lecture?

→ a Schedule

# PLANNING YOUR INDIVIDUAL CURRICULUM

## 2 EXAMPLES OF DIFFERENT APPROACHES



### Example 1: Topic Enthusiast

„I want to know every aspect to this topic“

Track 1: Information Management  
Track 2: Process Management

Seminar: Big Data Application in SCM  
Project Seminar: Digital Business Development

Master Thesis: Digital Strategy - Development of the Concept in Practice

Digital Strategy  
Networked Society Data Analytics

### Example 2: Global Player

„International experience matters to me“

Track 1: Business Networks  
Track 2: Logistics, Production, and Retail

Seminar: ERCIS Virtual Seminar  
Project Seminar: Human Centered Evaluation for Red Cross

Electives: Semester abroad

Master Thesis Abroad: The cultural dimension in IT-Outsourcing relationships

Digital Strategy  
Networked Society Data Analytics

# PLANNING YOUR INDIVIDUAL CURRICULUM

## ORGANIZATIONAL CONSTRAINTS TO CONSIDER



Track	Module	Lecture Dates	Contact	Time Period	Location
Business Intelligence	Data Analytics 2	Wednesday (10am-02am) Thursday (12am-02pm)	<a href="#">Dr. M. Preuß</a>	19.04.2017 - 28.07.2017	Leonardo-Campus 3, Room: LEO 3.219
Information Management	<a href="#">Information Management Theories</a>	Wednesday (12am-02pm) Friday (10am-12am)	<a href="#">Dr. A. Teubner</a>	21.04.2017 - 27.07.2017	Leonardo-Campus 18, Room: LEO 18.3
Process Management	<a href="#">Workflow Management</a>	Block Event*: - Monday (changing times) - Tuesday (changing times)	<a href="#">M. von Hoffen (M. Sc.)</a>	First Lecture Date: 24.04.2017 (Monday)	Leonardo-Campus 3, Room: LEO 3.219 & Leonardo-Campus 18, Room: LEO 18.3
	Enterprise Architecture Management	Monday (12am-02pm) Thursday (10am-12am)	<a href="#">R. van den Berg (M. Sc.)</a>	20.04.2017 - 27.07.2017	Leonardo-Campus 18, Room: LEO 18.3
Information System Development	<a href="#">Advanced Concepts in Software Engineering</a>	Wednesday (02pm-04pm) Thursday (02pm-04pm)	<a href="#">C. Rieger (M. Sc.)</a>	19.04.2017 - 24.07.2017	Leonardo-Campus 18, Room: LEO 18.3
Business Networks	Information Security	Block Event*: - Friday (02pm-08pm) - Saturday (08am-02pm)	<a href="#">Prof. Dr. M. Fischer</a>	21-22.04.2017 05-06.05.2017 14-15.07.2017	Leonardo-Campus 18, Room: LEO 18.3
	<a href="#">Network Economics</a>	Monday (10am-12am) Tuesday (04pm-06pm) Wednesday (04pm-06pm)	<a href="#">S. Lansmann (M. Sc.)</a>	19.04.2017 (Introduction) 19.06.2017 - 12.07.2017	Leonardo-Campus 18, Room: LEO 18.3
Logistics, Retail & Production	Retail	Monday (10am-12am) Tuesday (02pm-04pm)	<a href="#">S. Höhenberger (M. Sc.)</a>	18.04.2017 - 28.07.2017	Leonardo-Campus 18, Room: LEO 18.3
Marketing	<a href="#">Channel Management</a>	Monday (10am-12am) Friday (12am-04pm)	<a href="#">Dr. S. Genster-Wiesel</a>	21.04.2017 - 02.06.2017	Juridicum (Universitätsstr. 14-16), Room: JUR 490

\* Information about the specific lecture dates and times are available on the LSF/ QISPOS-Portal [LSF/ QISPOS-Portal](#) and in the [Learnweb](#)

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# WHAT'S NEXT?

## BRIEF INTRODUCTION TO THE TRACKS



Method Tracks	Business Intelligence
	Information Management
	Process Management
	Information System Development
	Business Networks
Domain Tracks	Logistics, Production & Retail
	Marketing



Brief Presentation of Tracks



Round Table Discussion

# BUSINESS INTELLIGENCE

## TRACK PRESENTATION



## MOTIVATION AND OBJECTIVES

- Motivation
  - (Big) Data is everywhere: Databases recording classical business transactions, Open Data, data streams in Internet of Things and Social Media
  - How to make sense of that data for business purposes?
- Learning Objectives
  - Design DWH at conceptual and logical levels, implement solutions, including hands-on experience with OLAP and ETL tools
    - Position recent technological trends (in-memory DB, column stores, MapReduce)
  - Select and apply appropriate methods to systematically analyze multivariate data, including hands-on experience with statistical software
    - Unsupervised and supervised learning

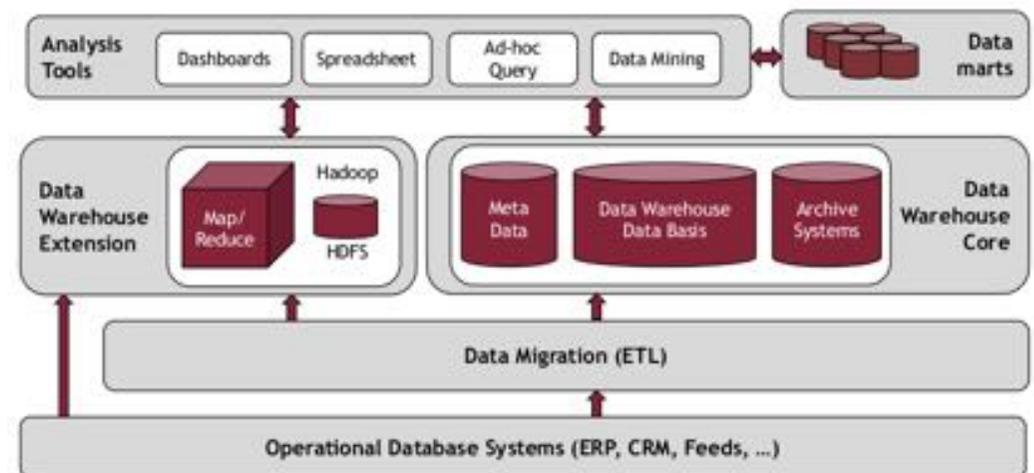


# MODULE BI1: MANAGEMENT INFORMATION SYSTEMS AND DATA WAREHOUSING



## MAIN CONTENTS

- Methods and techniques for the analysis of business data such as Data Warehousing (DWH), reporting, Online Analytical Processing (OLAP)
- DWH design from information needs analysis via conceptual and logical design to implementation and optimization
- ETL design and processing
- Technological trends and modern architectures (column stores, in-memory many/multi-core, streaming data)
- Hands-on experience with OLAP and ETL tools



## STRUCTURE

- Lecture
- 4 Exercises
- Student presentations on current research topics

# MODULE BI2: DATA ANALYTICS I



## MAIN CONTENTS

- Methods for data preprocessing
- Unsupervised learning techniques
  - Principal component analysis
  - Cluster analysis
  - Multidimensional scaling
  - Multiple objective clustering
- Hands-on experience with statistical software

## STRUCTURE

- Lecture (also pool lectures with statistical software)
- Case study

# MODULE BI3: DATA ANALYTICS II



## MAIN CONTENTS

- Methods for missing value treatment
- Supervised learning techniques
  - Regression techniques
  - Classification techniques
- Hands-on experience with statistical software

## STRUCTURE

- Lecture (also pool lectures with statistical software)
- Case study

# INFORMATION MANAGEMENT

## MOTIVATION AND LEARNING OBJECTIVES



- 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!



# MANAGING THE INFORMATION AGE ORGANIZATION



## Content

The MIAO course ...

- provides students with an overall understanding of management studies in general and organization theory in particular,
- 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.

## 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.

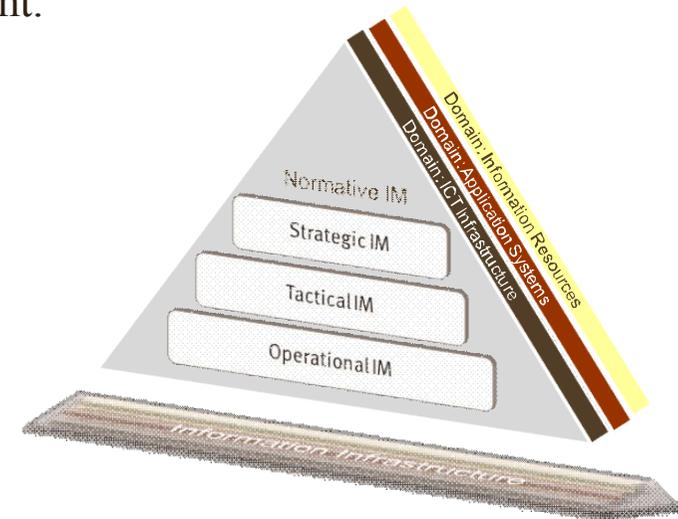
# INFORMATION MANAGEMENT TASK & TECHNIQUES



## Contents

The course provides an overview over the tasks and decisions IS executives are charged with and familiarizes students 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 organization
- IT governance



## 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)*

# INFORMATION MANAGEMENT THEORIES



## Contents

Current academic debate on IM theories including

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

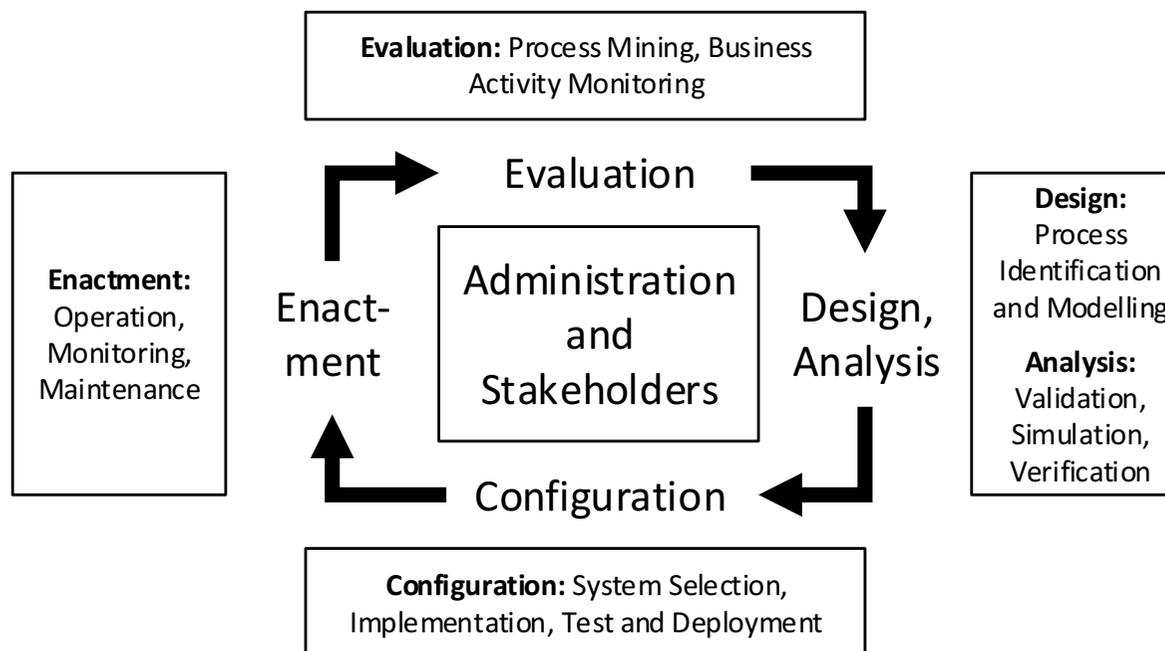
## Teaching Mode

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

# PROCESS MANAGEMENT



- Process managers are hired by companies that wish to design, maintain, change, and improve interdependent business processes



# INFORMATION MODELING

PD DR. DELFMANN (WINTER TERM)



- Advanced understanding of conceptual (process) modeling, conceptual (process) modeling languages and conceptual (process) model analysis
- Learning goals:
  - Know how to design and apply (process) modeling languages and tools of different kinds
  - Know how to make (process) models ready for automatic processing
  - Know how to exploit the benefits of conceptual (process) modeling through automation of model analysis
  - Know how to apply innovative techniques of conceptual (process) modeling

# WORKFLOW MANAGEMENT

PD DR. DELFMANN, DR. FLEISCHER (SUMMER TERM)



- Analysis, modeling, improvement, and implementation of business processes
  
- Learning goals:
  - Understand the difference between business processes and workflows
  - Know the characteristics of workflow management systems
  - Be able to model “real-world” B2B business processes
  - Be able to transform business process models into workflow models
  - Be able to implement and apply workflow management systems

# ENTERPRISE ARCHITECTURE MANAGEMENT

PROF. DR. BERND HELLINGRATH (SUMMER TERM)



- Application, development, modelling and transformation of enterprise architectures
  
- Learning goals:
  - Understand enterprise architecture and its components
  - Current developments, methods and frameworks in the domain of architecture development
  - Architecture realization process by
    - studying The Open Group Architecture Framework (TOGAF)
    - and its Architecture Development Method (ADM)
  - Practical experience by case studies and real life insights by guest lectures

# INFORMATION SYSTEMS DEVELOPMENT

## MOTIVATION AND OBJECTIVES



- Learn to know and apply advanced concepts for
  - Generating software from models
  - Connecting applications in enterprise scenarios
  - Integrating and collecting data
  - Applying logic for solving hard search problems
- Hands-on experience with corresponding tools and languages

# MODULE ISD1: LOGIC SPECIFICATION AND PROGRAMMING



## MAIN CONTENTS

- Logic Programming (Prolog)
- Constraint Solving
- Artificial Intelligence (selected aspects)
- Deductive Databases (Datalog)
- Business Rules Management Systems (Drools)
- Temporal Logics and Model Checking

## STRUCTURE

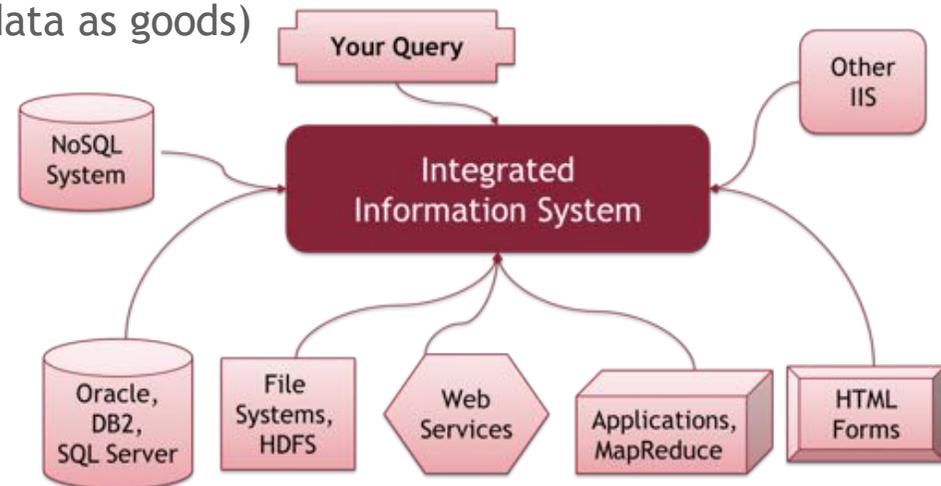
- Lecture
- Exercises (every 14 days)

# MODULE ISD2: DATA INTEGRATION



## MAIN CONTENTS

- Problems, issues, solutions, techniques, and tools relating to DI
  - Topics such as data quality, similarity search, schema modelling, mapping, and matching
  - Applications such as Web search, advertising, recommenders
  - Locate and use relevant sources and research
- Use cases
  - Join (potentially heterogeneous) databases (e.g., after a merger)
  - Put data into a data warehouse
  - Collect data for commercial purposes (data as goods)
  - Collect data from the Web enabling uniform and comprehensive answers



## STRUCTURE

- Lecture
- Projects/Exercises in groups

# MODULE ISD3: ADVANCED CONCEPTS OF SOFTWARE ENGINEERING



## MAIN CONTENTS

- Web Applications (using JSF, EJB)
- Enterprise Application Integration
  - Web Services
  - Message-Oriented Middleware
- Model-Driven Software Development
  - Model-to-text Transformation
  - Model-to-model Transformation
  - Domain Specific Languages
- Microservices and Container Virtualization (with Docker)

## STRUCTURE

- Lecture
- 4 Practical Assignments solved in small groups

# BUSINESS NETWORKS

## MOTIVATION & LEARNING OBJECTIVES



- Questions to be addressed in the track:
  - What is the motivation of firms to engage in inter-organizational cooperation?
  - In what kind of relationships do companies enter?
  - What are viable network business models?
  - How does successful cooperation and coopetition work?
  - How can networks be managed?

# TRACK: BUSINESS NETWORKS

WINTER TERM

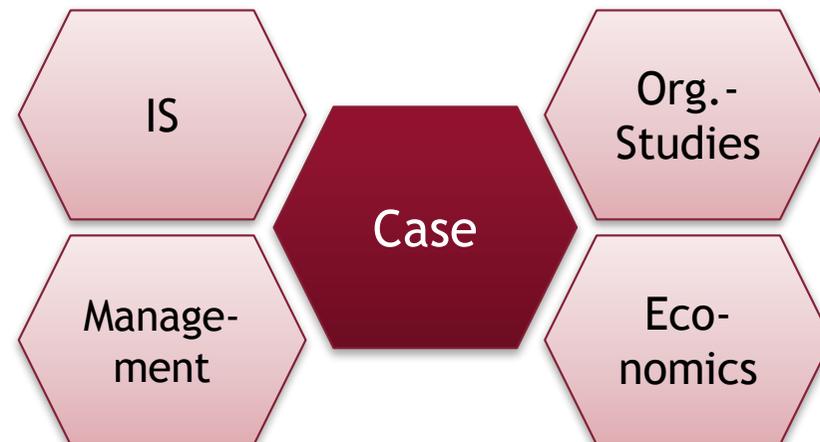


Winter term	Summer term
Inter-organizational Systems	Information Security
	Network Economics

## Inter-organizational Systems

Seminar style with integrated lectures

Discussion of case examples from different theoretical angles



# TRACK: BUSINESS NETWORKS

SUMMER TERM



Winter term

Inter-organizational Systems

Summer term

Information Security

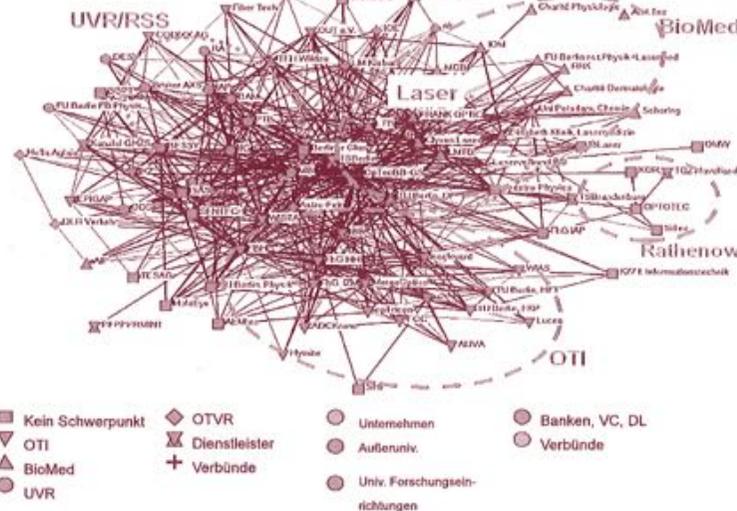
Network Economics

## Network Economics

Inverted classroom model

Exploration of network phenomena based on the notion that network graphs form the fabric of BN and IOS

Source: Sydow/Duschek 2011



# TRACK: BUSINESS NETWORKS

SUMMER TERM



Winter term	Summer term
Inter-organizational Systems	Information Security
	Network Economics

## Information Security

Lecture + exercises

Specification of protection goals, adversary models, and security mechanisms.



# LOGISTICS, PRODUCTION & RETAIL (LPR)

## TRACK PRESENTATION



### Motivation

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The **domain track** allows you to learn how to apply the knowledge you gained during the Bachelor studies and in the other tracks to **specific fields of IS, namely Logistics, Production, and Retail.**

- Practically every product that reaches a consumer represents the cumulative effort of multiple enterprises.
- The coordination of all contributing activities constitutes a highly complex task.
- How to incorporate all participating enterprises to perform this task?

### Learning Objectives

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- Learn how to...
  - ... produce a product of right quality, in right quantity, at right time, and by optimal usage of resources.
  - ... synchronize product supply and end user demand over more and more complex networks and ensure an efficient logistic.
  - ... handle the sale of goods and/or services to customers through multiple distribution channels to make profit.

# PRODUCTION PLANNING AND CONTROL



## Structure



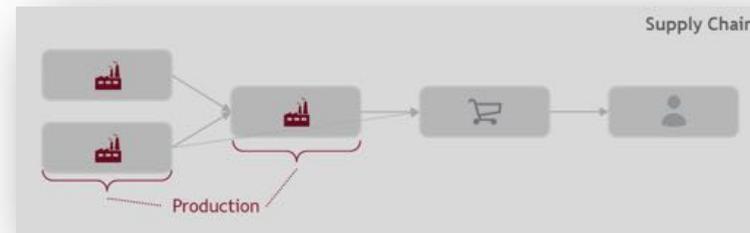
*Winter Term*



*Lecture & Tutorials*



*100% Exam*



## Content

The PPC course elaborates on the management of production processes, as well as about central documents, data structures, and tools and techniques associated with production processes.

You will gain...



...theoretical knowledge...

- ... about production planning and control
- ... about concepts and methods linked to typical aspects of the manufacturing industry



...practical skills...

- ... how to apply production planning and control techniques
- ... how to use IT tools that support PPC tasks

# SUPPLY CHAIN MANAGEMENT & LOGISTICS



## Structure



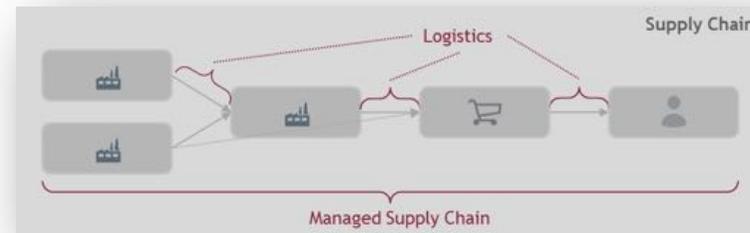
*Winter Term*



*Lecture, Tutorials & 2 Case Studies*



*60% Exam; 40% Cases*



## Content

The SCM course elaborates on networks of companies, focusing on the coordination and optimization of the flows of material, information, and finances between them.

You will gain...



...theoretical knowledge...

- ... about different types and structures of supply chains and modelling techniques
- ... about procedures and methods for designing, planning, and controlling supply chains
- ... about IT systems used in these different areas



...practical skills...

- ... in supply chain design by using the tool “4flow Vista”
- ... in supply chain planning (network and inventory planning) by using SAP SCM (APO)

# RETAIL



## Structure



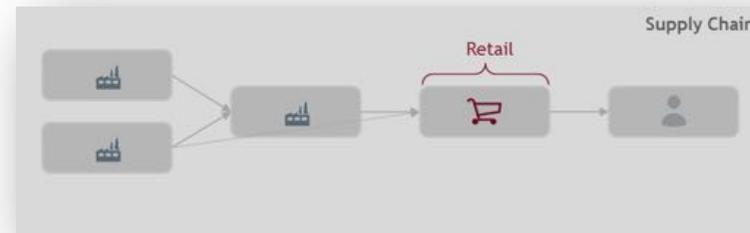
*Winter Term*



*Lecture, Tutorials & Study Work*



*100% Exam*



## Content

The Retail course highlights the importance of the retail sector for the economy and presents business processes and data structures according to the Retail-H reference model.

You will gain...



...theoretical knowledge...

... about business processes and data structures following the Retail-H reference model  
... about ERP-system selection and implementation



...practical skills...

... how to apply domain-specific techniques for process & data modelling  
... how to deal with IT-challenges in retail by working on real-life case studies on business process management, data modelling, and ERP selection

## What is marketing?

**Marketing** is the critical component of **market-oriented leadership**, and is a set of activities for creating, communicating, and delivering offerings that have **value for a firm's stakeholder** (e.g., customers) and at the same time create **value for the firm**.



## Why should I study marketing?

Market-oriented leadership is a success factor of firms. Knowledge about marketing and thus market-oriented leadership in combination with knowledge about information systems makes you an attractive employee.

When you study marketing, you will learn to...

- identify customers' needs,
- attract new customers,
- retain existing customers,
- market new products,
- deliver products/services to customers, and
- create value for the customer and the company.

The track 'Marketing' comprises 3 courses:

- Innovation Management (winter, 2<sup>nd</sup> term) ,
- CRM and Direct Marketing (winter, 2<sup>nd</sup> term), and
- Channel Management (summer, 1<sup>st</sup> term).

**Customer Relationship Management and Direct Marketing** focuses on how companies can **design and influence customer relationships** and thereby acquire relationship equity. The students obtain an overview of the **planning, implementation, and integration of various direct marketing media**. The application of modern market research tools in the field of CRM and direct marketing are discussed and emphasis is placed on **value-oriented planning and optimization of direct marketing activities** and the monitoring of its success.

**Innovation Management** teaches how to create value through products and services by (technology-driven) innovation in both entrepreneurial and established firms. We examine **innovation-based strategies** as a source of competitive advantage and examine how to **build organizations** that excel at identifying, building and commercializing technological innovations.

**Channel Management** teaches the fundamentals of an **integrated channel management** covering **communication** (e.g., traditional media, social media; mobile) and **distribution channels** (e.g., brick-and-mortar, online). Students discuss strategic aspects of an integrated channel management and challenges in coordinating multiple channels of communication and distribution to learn how to create sustainable customer relationships through channel management.

For more information, please visit <https://www.marketingcenter.de/en/study/courses>

# INTRODUCTION TO THE STUDY PROGRAM

## AGENDA



-  Welcome
-  Structure & Philosophy of the Program
-  Planning your Curriculum
-  Overview of Tracks
-  Examination Rules & Sources of Information

# EXAMINATION RULES

## EXAMINATION OFFICE / PRÜFUNGSAMT / PAM

- Rules are strictly enforced.
- Familiarize yourself with the rules.
- Ask questions beforehand, if you are unsure.



Hüfferstraße 27; [pam@wiwi.uni-muenster.de](mailto:pam@wiwi.uni-muenster.de)

Office Hours:

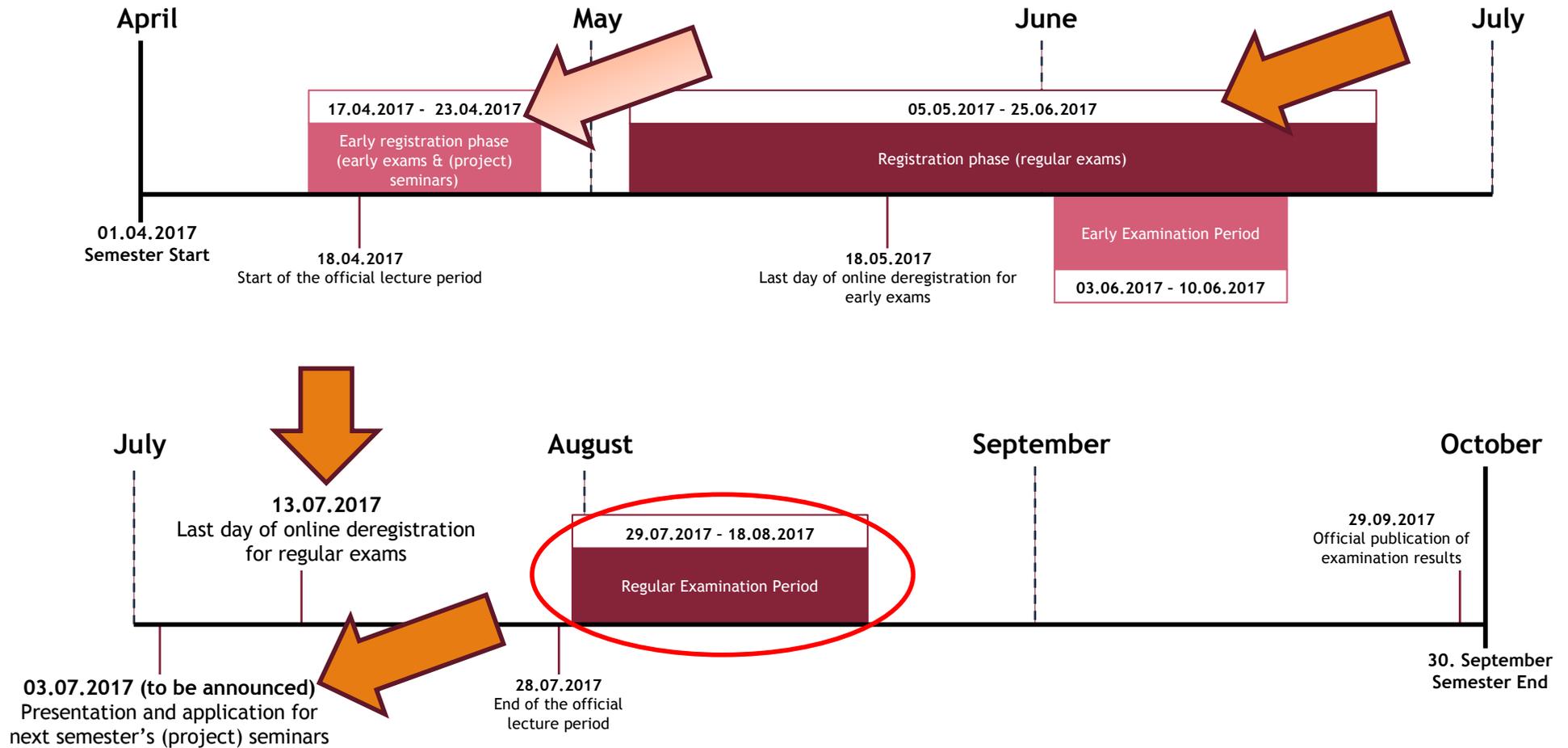
Mo - Fr: 11:00 - 12:30 Uhr

Tue and Thu: 14:00 - 15:00 Uhr

- Registration for all examinations with the PAM required!
  - Mind the deadlines!
  - Registration online via FlexNow or in person.
  - [http://www.wiwi.uni-muenster.de/pruefungsamt\\_en/index.html](http://www.wiwi.uni-muenster.de/pruefungsamt_en/index.html)
- Legal framework governing your studies
  - Examination Rule (PO 2014)
  - Module Compendium (2016)
  - See: [http://www.wiwi.uni-muenster.de/pruefungsamt/wi/wi\\_mas\\_po.html](http://www.wiwi.uni-muenster.de/pruefungsamt/wi/wi_mas_po.html)

# EXAMINATION RULES

## STRUCTURE OF A SEMESTER AND IMPORTANT DEADLINES



# SOURCES OF INFORMATION



## Websites:

- [www.wi.uni-muenster.de](http://www.wi.uni-muenster.de)
- [www.pam.uni-muenster.de](http://www.pam.uni-muenster.de)
- <http://go.wwu.de/getreadynow>



Ask lecturer



## Coordinator's Blog (RSS-Feed)

- Announcements
- Events



Ask study coordinator



## WiWi-App (IOS, Android)

- Newsfeeds
- Mensa
- FlexNow



Ask fellow students

# WHAT DO TO DO NEXT?



- Visit lectures to find out which modules to take.
  - Enrol on Learnweb for the modules.
  - Register for exams on time with the Examination Office.
  - Sit the exams.
- 
- Next onboarding meetings: tba. via Coordinator's Blog
    - a) How to study successfully in Münster.  
Date & Location tbd. about May 4.
    - b) Going abroad.  
Date & Location tbd. about May 11.

## CONTACT:



**DR. STEFAN SCHELLHAMMER**  
*STUDY COORDINATOR*

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