



WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

Master of Science in IS

Module “Information Management”

Master Orientation Day

2 April 2015



AGENDA

A. Educational Goal

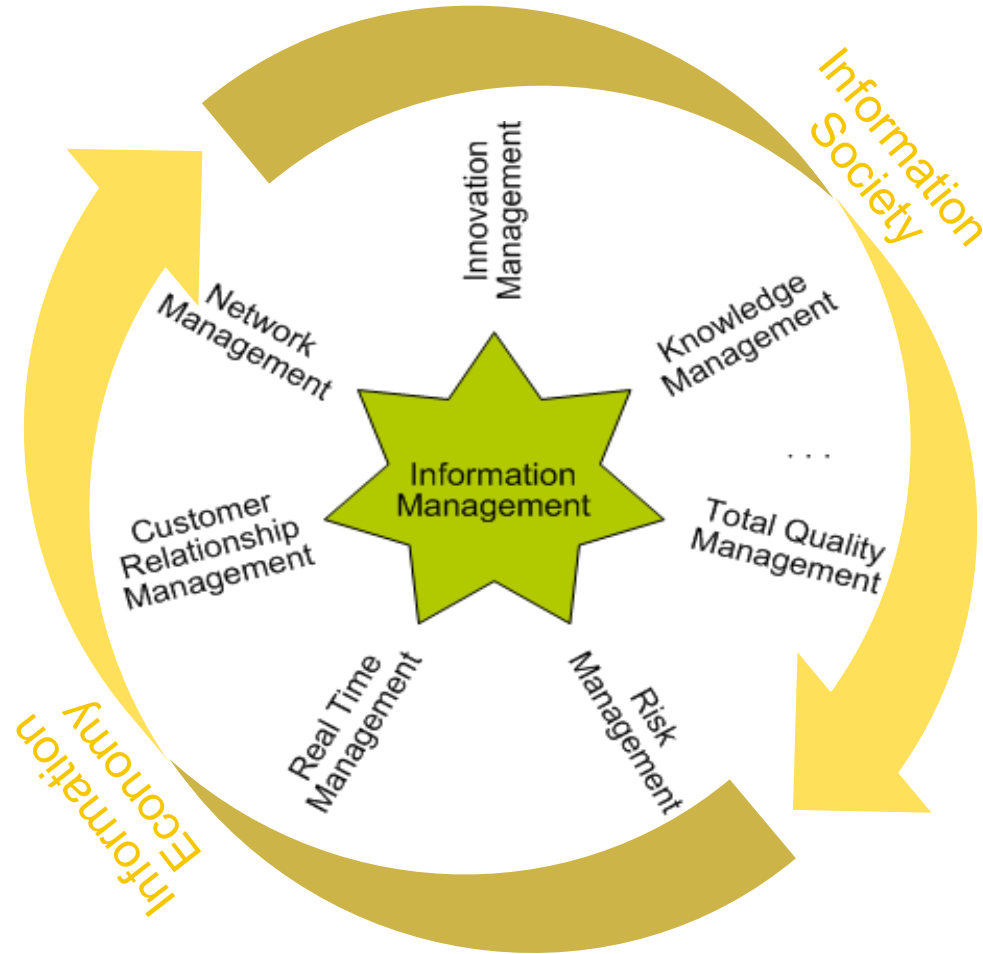
B. Job Profiles

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 IS executives in the Information Age Organisation!**

Job Profiles

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

Job Profiles

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

Job Profiles

IT Management Consultant	<p>Advisor to board or senior executives in questions of:</p> <ul style="list-style-type: none">IT strategy developmentIT investment planningIT organizationIT governance <p>Mentor in programme and project management</p>
IT Auditor	<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>
IT Architect	<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">• Project co-management• Investment appraisal• Governance• Sourcing• Organization• Cost containment and reduction	<ul style="list-style-type: none">• How to coordinate a project to introduce an ERP-software world wide?• What are the benefits of the ERP introduction? Are the expected benefits worth spending the money?• Who should make IT decisions?• Who contributes to IT decision making?• What should the decision making process look like?• Where and how could outsourcing increase IT efficiency? Which services can be provided externally? Which tasks need to be kept in-house?• How to organize the IT/IS function across different business units of a corporate group?• Does our organization spend too less/much for IT? Could the cost be reduced by 20% in order to meet the overall cost objectives of the firm?

Module Content

Managing the Information Age Organization

Contents

The MIAO course ...

- provides students with an overall understanding of management studies and organization 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 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.

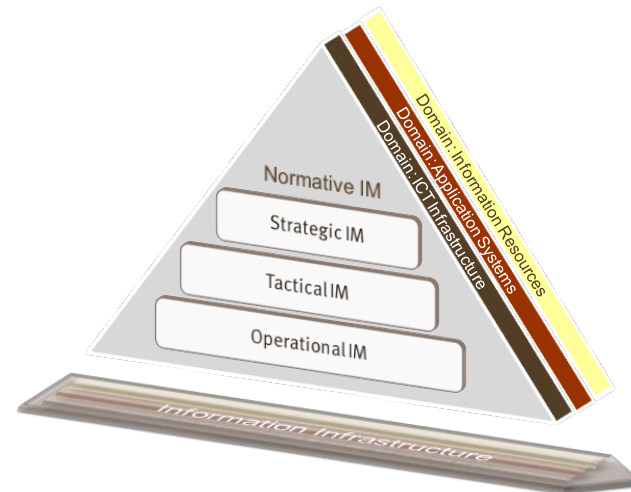
Module Content

Information Management Task & Techniques

Contents

The course gives an overview of executives' tasks and decisions in information management 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



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
- 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

Module Content

Electives

Example: IM Cases



Module Content

The Module at a Glance

Further Specialization (Electives)

- Master Thesis in Information Management
- Project Seminar in Information Management (e. g. IT Operations Management Excellence)
- Seminar in Information Management (e. g. : case study seminar on assignments of IT management consultancies)
- Electives from other modules, e. g. IS Architectures from the PM Module

Information Management Theories

- Theoretical foundations of the heuristics and techniques introduced in IMTT
- Critical investigation of IM theories in the mirror of the academic debate

Information Management Tasks and Techniques

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

Managing the Information Age Organization

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

Possible Module Combinations (Method Tracks)

IM – PM

- **The Chief Process Officer**
(Re-)designer / enhancer of process flows; enabling and supporting business processes with information resources and IT/IS needed.

IM – BN

- **The Inter-Organizational Information Manager**
Information logistics for business networks, information infrastructures within and across the boundaries of the organization, e.g. distributed systems in supply or distribution chains

IM – BI

- **The Information Manager of the Intelligent Enterprise**
Identifying information and learning needs, defining intelligent systems (data mining, OLAP) for extracting critical business information from operational data