

Dr.-Ing. Axel Poestges

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BIS 6214
Global Information Management (E)
MIS1 + MACFA1 + 3 + IMEP1
Syllabus
Winter Semester 2018 / 2019

Biweekly hours: 4 (each 45 minutes)
ECTS-Credits: 3
Workload: 50 hours, 20 hours within class and 30 hours for self-study
Time: Thursday, 15:30 – 18:45
Location: Room W1.5.06
Begin: Thursday, October 04, 2018
End: Thursday, January 24, 2019
Level: Advanced
Prerequisites: Basic knowledge in Information Management,
Advanced knowledge in Process Management,
Basic knowledge in Business Model Management,
Basic knowledge in Globalization Strategy Implementation,
Basic knowledge in financial management and controlling

Outline of the course:

- **mode of operation:** preprocessing, presence, post processing, work in groups, work on projects
- **appraisal:** projects 30%, presentation 30%, cooperation and discussion 30%, presence 10%
- **goals:** understanding the challenges and business success factors of Global Information Management (GIM) for any kind of globally operating business
strategy / operation; understand concepts, methodologies and tools for implementing a Global Information Management system
- **teaching methods:** lectures, case studies, business cases, teamwork, presentations, working in teams with operational tools from business consulting practice

- **content:** importance of information as a strategic asset, consequences of globalization as a transformation phase, content lifecycle, information value creation, information management systems, functional vs global tasks, customer focus, business influences & trends, cloud, mobility, globalization, social listening, big data, customer experience, customer projects, success stories, examples

Main literature:

- **Zhang, Justin:** Journal of Global Information Management (JGIM), 1993 – today, ISSN: 1062-7375 (print); 1533-7995 (web)

Additional literature:

- **Gabriel, R., Beier, D.** (2003): Informationsmanagement in Organisationen
- **Herget, J., Schwuchow, W. (Hrsg.)** (1997): Strategisches Informationsmanagement
- **Hildebrand, K.** (2001): Informationsmanagement: Wettbewerbsorientierte Informationsverarbeitung
- **Karimi, J., Gupta, Y., Somers, T.** (2015): Impact of Competitive Strategy and Information Technology Maturity on Firms' Strategic Response to Globalization
- **Lynch, D., Kordis, P.** (2000): Schlüssel zur Globalisierung
- **Merz, M.** (2001): E-Commerce und E-Business: Marktmodelle, Anwendungen und Technologien
- **Minc, A.** (1998): Globalisierung - Chance der Zukunft
- **Picot, A., Reichwald, R., Wigand, R.T.** (2003): Die grenzenlose Unternehmung
- **Pribilla, P., Reichwald, R., Goecke, R.** (2000): Telekommunikation im Management, Strategien für den globalen Wettbewerb
- **Roters, G., Turecek, O., Klingler, W. (Hrsg.)** (2003): Digitale Spaltung. Informationsgesellschaft im neuen Jahrtausend – Trends und Entwicklungen
- **Schmidt, G.** (2013): Informationsmanagement. Modelle, Methoden, Techniken
- **Schwarze, J.** (1998): Informationsmanagement: Planung, Steuerung, Koordination und Kontrolle der Informationsversorgung im Unternehmen
- **Spinner, H. F.** (1998): Die Architektur der Informationsgesellschaft
- **Weck, R. J.** (2003): Informationsmanagement im globalen Wettbewerb. Voraussetzungen und Potentiale einer erfolgreichen Positionierung
- **Zamekow, Rüdiger** (2004): Informationsmanagement: Konzepte und Strategien für die Praxis
- **Zilahi-Szabo, M.G.** (1993): Wirtschaftsinformatik: anwendungsorientierte Einführung

Learning Objectives:

By the end of the course, the students shall...

- ...realize that Global Information Management (GIM) is a management system as a result out of digital and globalization transformation phases.
- ...know what Global Information Management (GIM) is all about and that it is an important weapon to maintain a competitive position in global business.
- ...be able to analyze the industry specific challenges of Global Information Management (GIM) and make the appropriate choice of methodologies and tools.

- ...understand the strategic intent of Global Information Management (GIM) and be able to manage the links between business model and operational requirements.
- ...be able to set up a proper business case for a typical GIM-project.
- ...understand and be able to evaluate the industry specific requirements of GIM.
- ...understand the importance of GIM for a successful customer experience management
- ...be able to qualify and quantify the improvement potentials of a GIM project.

Course contributions to master of information systems programs' common learning goals:

Learning Goal 2: Creative problem-solving skills in a complex business environment			
2.1	2.2	2.3	2.4
Ability to recognize and classify problems as well as set boundaries to them <i>(KMK: instrumental competency)</i>	Ability to solve problems <i>(KMK: instrumental competency)</i>	Ability to find creative solutions for a problem <i>(KMK: systemic competency)</i>	Ability to communicate and explain problem solutions <i>(KMK: communicative competency)</i>
<u>Students understand</u> - the role, importance and impact of global information management for globally acting companies - the interdependencies of digital and globalization transformation phases and their impacts on society, business and technology - the role of business model and management systems and their importance for globally operating organizations	<u>Students know how to...</u> - analyze industry specific challenges and requirements of global information management - make the appropriate choice of methodologies and tools - set up a business case for a generic GIM-project	<u>Students are able to...</u> - analyze business situations systematically and develop solution proposals with a focus on applicability - deploy practice proven tools to evaluate different scenarios for approaches to GIM-solutions - learn a step by step approach to business problems and will tailor a generic methodology to their individual requirements	<u>Students learn how to...</u> - use capabilities to identify and describe a problem systematically - use the different types of competencies in a team to develop an optimal solution proposal to a challenging business problem

Course contributions to MACFA programs' common learning goals:

Learning Goal 2: Systemic, analytical and instrumental / conceptual competencies to solve theoretical and / or practical tasks in controlling, finance management and accounting.		
The MACFA – master graduates are able to apply suitable models and concepts. Doing so, they can penetrate the complexity of specific scientific and practical tasks within controlling, finance management and accounting by applying existing standards.	The graduates are able to professionally apply scientifically proven methodologies.	The graduates are able to recommend clearly defined measures based on their own analytical results. They can give answers to specific questions of research as well as practical tasks.
<u>Students understand the ...</u> - role and importance of global information management for globally acting companies - role of business models and management systems and their importance for globally operating organizations - importance of valuable business cases for the validation of GIM solution approaches	<u>Students know how to ...</u> - analyze industry specific challenges and requirements of global information management - make the appropriate choice of methodologies and tools - set up a business case for a typical GIM-project	<u>Students know how to...</u> - analyze the business results of GIM cases and how to transfer approach and results to other GIM projects in order to develop their own method of approach to improve global business opportunities

Learning Goal 3: Communication and social competencies to convince others from the solutions developed.		
3.1	3.2	3.3
The MACFA-graduates are able to present their solution proposals to listeners in a clear and adequate way.	They consider all relevant formal rail guards for scientific solution proposals.	The graduates present logical and perusable arguments for their solution proposals that are sufficiently proven so that the listeners can be convinced.
<u>Students learn how to ...</u> - use their capabilities to identify and describe a problem systematically. Part of the GIM course is the presentation of own solution proposals based on practical projects that were analyzed during the lectures. Add on a big bunch of real life GIM projects will be discussed during the course.	<u>Students learn how to ...</u> - identify formal, economic and technological rail guards for GIM projects and how to consider the potential impact on the overall project success.	<u>Students learn how to ...</u> - develop and present a GIM solution scenario. - work with and interpret the results of a GIM assessment tools in teams. - present small practice-based tasks / projects that have been evaluated in small teams.

Teaching and Learning Approach:

The course is designed as a lecture together with the extended use of examples, assessments and customer use cases. This concept will guarantee frequent discussions and interactions with the students. Based upon detailed explanation of

- digital transformation,
- globalization transformation,
- Global Information Management basics,
- business relevance of GIM,

the focus of the course is clearly put on practical GIM-application. The slides and additional material will be distributed to the students via e-learning platform.

Grading:

The grading will be based upon a test at the end of the semester covering all aspects of the course offering practical examples and scenarios. To pass, 50 points out of a maximum of 100 points have to be achieved. In addition, the course requires 2 different tests which can be done at home.

Availability of the lecturer:

Dr.-Ing. Axel Poestges
available upon appointment
Phone: 0174 – 322 58 68
Email: axlpst@gmail.com

Preliminary schedule:

Thursday, October 04 15:30 – 18:45 (W1.5.06)	Content & organization of the GIM course, expectation mapping, transformation phases – digital vs. globalization
Thursday, October 18 15:30 – 18:45 (W1.5.06)	Information management basics, lifecycle, information value chain, Information as a business success factor
Thursday, November 08 15:30 – 18:45 (W1.5.06)	Information-Systems, functional, global, customer focus Information-Management, strategic aspects (test 1)
Thursday, November 22 15:30 – 18:45 (W1.5.06)	Business impacts & trends of information-management: Cloud, mobility, global, social, big data, globalization
Thursday, December 06 15:30 – 18:45 (W1.5.06)	GIM use cases, project examples, Introduction to the GIM assessment (test 2)
Thursday, December 20 15:30 – 18:45 (W1.5.06)	Presentation of the GIM assessment results Assessment preparation, Q&A session
Thursday, January 24 15:30 – 18:45 (W1.5.06)	Final Test