BIS 6214
Global Information Management (E)
MIS1 + MACFA1 + 3 + IMEP1
Syllabus
Winter Semester 2019 / 2020

Biweekly hours: 4 (each 45 minutes)
ECTS-Credits: 3
Workload: 50 hours, 20 hours within class and 30 hours for self-study
Time: Thursday, 15:00 – 18:15
Location: Room W1.5.06
Begin: Thursday, October 10, 2019
End: Thursday, January 16, 2020
Level: Advanced
Prerequisites: Basic knowledge in Information Management, Advanced knowledge in Business Process Management, Basic knowledge in Business Model Interpretation & Innovation, Basic knowledge in Globalization of Business, 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
- **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
- **Minc, A.** (1998): Globalisierung - Chance der Zukunft
- **Schmidt, G.** (2013): Informationsmanagement. Modelle, Methoden, Techniken

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 the digital transformation in combination with business globalization.
- ...know what Global Information Management (GIM) is all about and that it is an important weapon to maintain a competitive position in any type of 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:

<table>
<thead>
<tr>
<th>Learning Goal 2: Creative problem-solving skills in a complex business environment</th>
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<td><strong>2.1</strong> Ability to recognize and classify problems as well as set boundaries to them (KMK: instrumental competency)</td>
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<tr>
<td>Students understand - the role, importance and impact of global information management for globally acting companies - the interdependencies of digital transformation in combination with globalization and their impacts on society, business and technology - the role of business models and management systems and their importance for globally operating organizations</td>
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Course contributions to MACFA programs’ common learning goals:

<table>
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<tr>
<th>Learning Goal 2: Systemic, analytical and instrumental / conceptual competencies to solve theoretical and / or practical tasks in controlling, finance management and accounting.</th>
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<tbody>
<tr>
<td>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.</td>
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<tr>
<td>Students understand the ... - 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</td>
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<th>Learning Goal 3: Communication and social competencies to convince others from the solutions developed.</th>
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<td>3.1</td>
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<tr>
<td>The MACFA-graduates are able to present their solution proposals to listeners in a clear and adequate way.</td>
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<td>Students learn how to ... - 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 various real life GIM projects will be discussed during the course.</td>
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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,
- 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 three different pillars. The GIM in a nutshell questionnaire will allow the students to check their basic understanding of what Global Information Management is all about. The application of the GIM on site assessment in the middle of the course will give the opportunity to apply an analytical GIM tool to a virtual or real company. The teams will prepare a presentation of the results. The final test at the end of the course will offer several practical customer projects. The students will be asked for an appropriate business evaluation. Every task within the final test will be discussed in detail during the last lectures.

Availability of the lecturer:

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

Preliminary schedule:

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<tr>
<th>Thursday, October 10</th>
<th>15:00 – 18:15 (W1.5.06)</th>
<th>Content &amp; organization of the GIM course, expectation mapping, transformation phases – digital vs. globalization</th>
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<tr>
<td>Thursday, October 24</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>Information management basics, lifecycle, information value chain, Information as a business success factor</td>
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<td><strong>Global Information Management in a nutshell questionnaire</strong></td>
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<td>Thursday, November 07</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>Information-Systems, functional, global, customer focus Information-Management, strategic aspects</td>
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<td>Thursday, November 21</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>Business impacts &amp; trends of information-management: Cloud, mobility, global, social, big data, globalization</td>
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<td><strong>Global Information Management on site assessment</strong></td>
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<tr>
<td>Thursday, December 05</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>GIM use cases, project examples, Introduction to the GIM on site assessment</td>
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<tr>
<td>Thursday, December 19</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>Presentation of the GIM on site assessment results, Q&amp;A session</td>
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<tr>
<td>Thursday, January 16</td>
<td>15:00 – 18:15 (W1.5.06)</td>
<td>Final Test</td>
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