



MCI course descriptions.

GlobITpro – Global IT Project Management

MCiT Management, Communication & IT

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1 MCI GlobITpro Courses.

1.1 INNOVATION MANAGEMENT

Course code:	to be defined
Type of course:	Lecture
Semester:	Spring semester
Number of ECTS credits allocated:	1
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are able to identify spheres in innovation and competence management in the IT sector;
- are familiar with methods and tools for generating and promoting innovations;
- understand innovation management as a company management approach.

Course contents:

- The context of innovation and competence management in the field of IT
- Steps towards facilitating a change in international settings
- Definition of concepts – innovation and competence management
- Methods and tools for promoting innovations
- Innovation management as a sustainability policy
- Combining and integrating innovation with / into management models

Literature:

Bergmann G., Daub J.; (2006): Innovations- und Kompetenzmanagement, Gabler
Drucker P. (2006): Innovation and Entrepreneurship, HarperCollins Publishers
Kelly T., Littman J., (2006): The Ten Faces of Innovation, Profile Books Ltd.

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English

1.2 ENTREPRENEURSHIP

Course code:	to be defined
Type of course:	Seminar
Semester:	Spring semester
Number of ECTS credits allocated:	1
Name of Lecturer:	Dr. Sandra Rothenberger

Objective of the course (Learning outcome/Subject competence):

The students...

- get a basic understanding of entrepreneurship in the European Union and the relevant possibilities and limits in an international context (compared to the USA);
- are introduced to different change methods and tools and learn how to apply them in practice;
- are familiar with contents and prerequisites relevant for leadership orientation;
- learn how to change organizations with a focus on emotional and intercultural intelligence;

Course contents:

- Dimensions of international management
- Social influences and intercultural problems
- Global entrepreneurial strategies & business
- Implementation of entrepreneurship
- Development of intelligent organizations
- Personalities and competences of successful executives
- Global Leadership in / of enterprises

Literature:

Calder A. (2005): It Governance: Guidelines for Directors, IT Governance Publishing
Deming W. (2000): Out of the Crisis, B&T
Drucker P. (2003): The Essential Drucker: The Best of Sixty Years of Peter Drucker's Essential Writings on Management, HarperCollins
Goleman D., et al. (2004): Primal Leadership. Learning to Lead with Emotional Intelligence, Mcgraw-Hill Professional
Hammer M., Champy J. (2004): Reengineering the Corporation, B&T
Kotter J. (1997): Leading Change, Mcgraw-Hill Professional
Pande P., et al. (2000): The Six Sigma Way: How GE, Motorola, and Other Top Companies Are Honing Their Performance, MacGraw Hill Professionals

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English

1.3 ERP-SYSTEMS

Course code:	to be defined
Type of course:	seminar
Semester:	Spring semester
Number of ECTS credits allocated:	1
Name of Lecturer:	Prof. Hans-Dieter Litke

Objective of the course (Learning outcome/Subject competence):

Students

- are familiar with the IT implementation of finance, personnel and logistics processes on the basis of modern management information systems (ERP);
- are competent partners of the management or head of quality management and logistics of an enterprise; they understand their requests and requirements and are able to implement these in their relevant specialist field; besides knowledge about the basic conceptual tools, this also requires the ability to analyze corporate processes

Course contents:

- ERP software; ERP information systems – introduction
- Overview of IT-supported processes relating to finance, personnel and logistics
- Connection with supply chain management, overview of different systems (Microsoft, SAP and others)
- Optimization of corporate processes through IT solutions
- Linking ERP systems with: decision support systems (DSS)
- Executive information systems (EIS)
- Data warehouse & OLAP
- Data mining
- Data warehousing - basis of decision support systems
- Current developments
- Business Intelligence - corporate performance management

Recommended reading:

Krcmar H. (2003): Informationsmanagement, Springer
Mertens P. (2002): Integrierte Informationsverarbeitung 1 & 2, Gabler

Assessment methods: final exam

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Language of Instruction: English

1.4 INTELLECTUAL PROPERTY RIGHTS (IPR)

Course code:	to be defined
Type of course:	Seminar
Semester:	Spring semester
Number of ECTS credits allocated:	1
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- understand the role intellectual property rights play in international trade policies;
- understand important global economic issues and are familiar with and develop their own critical views on them.

Course Contents

- International Instruments
- Principles and initiatives relevant to Intellectual Property (IP)
- The role of WTO and WIPO
- Other processes and global trends
- Principles applicable to IP protection
- Benefits of IP protection to owner and public
- The complexities involved in the enforcement of patent rights.

Literature: -

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam and continuous evaluation

Language of Instruction: English

1.5 PROJECT MANAGEMENT

Course code:	to be defined
Type of course:	Lecture and Seminar
Semester:	Fall semester
Number of ECTS credits allocated:	2
Name of Lecturer:	Prof.(FH) Peter Mirski

Objective of the course (Learning outcome/Subject competence):

The students...

- learn how to draft and control projects based on international structures;
- learn how to develop operator models for process changes in IT- and logistics-related areas.

Course contents:

- Project management in international and intercultural contexts
- Operator models for process change and development in IT- and logistics-related areas
- Project impact controlling and control of process development projects
- Program management and project-oriented organizations
- Use of agile project management methods in international projects
- ICT tools to support project control and the handling of international projects – remote project management
- Consolidation of the course contents (project management) through case studies, application of the contents to various examples to enhance the students' ability to act
- Project management in process changes

Literature:

Litke H. D. (2005): Projektmanagement, Haufe

PMI Standard (2006): A Guide to the Project Management Body of Knowledge, B&T

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam and continuous evaluation

Language of Instruction: English

2 Course Electives.

2.1 IT-GOVERNANCE

Course code:	to be defined
Type of course:	Lecture
Semester:	Spring semester
Number of ECTS credits allocated:	3
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are familiar with the basic concepts in the field of IT governance;
- learn how to analyze the prerequisites for the implementation of IT governance

Course contents:

- IT governance as an integral part of company governance
- Strategy and Governance
- Leadership requirements for IT governance
- Balanced Scorecard in an IT context
- The significance of various standards and norms in the context of IT governance, e.g. the Sarbanes-Oxley Acts, COSO, IFRS, BASEL II, etc.
- IT governance based on Cobit and ITIL
- Implementation and change processes

Prerequisites: Quality Management & Compliance

Literature:

Calder A. (2005): IT Governance: Guidelines for Directors, IT Governance Publishing

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English

2.2 PRINCIPLES IN HUMAN-COMPUTER INTERACTION

Course code:	to be defined
Type of course:	Seminar
Semester:	Spring semester
Number of ECTS credits allocated:	2
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are introduced to the fundamentals of Human-Computer Interaction (HCI);
- are introduced to the fundamentals of behavioural science;
- are introduced to various models of interaction design processes.

Course contents:

- Basic overview of the human-computer interface
- Fundamentals of behavioural science
- Fundamentals of Usability

Prerequisites: System Planning & Security, Quality Management & Compliance

Literature:

Dix A., Finlay F.M et al. (2004): Human-Computer Interaction, Prentice Hall
Caroll J. (2001): Human-Computer Interaction in the new Millenium, Addison-Wesley Professional
Cooper A., Reimann, R. (2003): About Face 2.0: The Essentials of Interaction Design, Wiley

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English

2.3 STRATEGIC MANAGEMENT

Course code:	to be defined
Type of course:	Lecture
Semester:	Spring semester
Number of ECTS credits allocated:	3
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are aware of the most important theoretical strategic tools and strategic concepts;
- acquire analytical and communicative skills useful in the development and implementation of strategies;
- are familiar with the most important tools for strategy implementation and controlling

Course contents:

- Definition of the concept, approaches and schools of thought
- Dimensions of strategic management
- Strategic concepts in strategic management
- Institutions and formalized processes in strategic management
- Strategy assessment
- Strategic management tools (e.g. Balanced Scorecard)

Prerequisites: Quality Management & Compliance

Literature:

Doppler K., Lauterburg C. (2002): Change Management: Den Unternehmenswandel gestalten, Campus
Hinterhuber H. (2004): Strategische Unternehmensführung. Band I und II, De Gruyter
Kaplan R., Norton D. (2004): Strategy Maps. Converting Intangible Assets Into Tangible Outcomes: Converting Intangible Assets into Tangible Outcomes, Harvard Business School Press, Harvard Business School Press
Schreyögg G. (1996): Organisation. Grundprobleme der Organisationsgestaltung. Mit Fallstudien, Gabler
Joyce W., Nohira N., Roberson B.(2005): Wie erfolgreiche Unternehmen arbeiten“, Klett-Cotta
Porter M. (2002): „Wettbewerbsstrategie“, Campus

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

2.4 ECOLLABORATION & FIELDS OF APPLICATION

Course code:	to be defined
Type of course:	Seminar
Semester:	Spring semester
Number of ECTS credits allocated:	3
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are aware of the significance of e-collaboration as a contribution towards implementing the corporate strategy.

Course contents:

- Exemplary description of various fields of activity for e-collaboration (e.g. studying, work, support, consulting, etc.)
- Virtual decision rooms
- Implementation of exemplary cases using IT-supported tools

Prerequisites: Communication Theory, GlobITpro eLearning module 'Corporate Communication'

Literature:

Munkvold B. (2002): Implementing Collaboration Technologies in Industry: Case Examples and Lessons Learned, Springer

Leue D. (2006): Virtuelle Teamarbeit in der Praxis. Kollaboration durch Virtual Workplace-Systeme, Vdm

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English

2.5 BUSINESS PLAN & COMPANY FOUNDATION

Course code:	to be defined
Type of course:	seminar
Semester:	Spring semester
Number of ECTS credits allocated:	4
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

Students

- acquire an understanding of the notion of a business plan and develop own projects under the direction of experts, whereby the focus shall be on the problems encountered in the process and on practical solutions.

Course contents:

- Management performance summary, cost of sales method and aggregate cost method are discussed against the background of harmonization in accounting, as well as developments in national and international accounting and the consequences for entrepreneurial decisions (tax structuring, accounting treatment against the background of BASEL II, etc.)
- Analysis of selected strategic and operational management accounting methods, e.g. customer performance accounting, in-house-production/external procurement, selection of distribution channels

Literature:

Grünig R. (2004): Methodik der strategischen Planung. Ein prozessorientierter Ansatz für Strategieplanungsprojekte, Haupt

Teaching methods: A mix of lectures, in class discussions

Assessment methods: final exam

Language of Instruction: English

2.6 WEB-USABILITY PROJECT

Course code:	to be defined
Type of course:	Project
Semester:	Spring semester
Number of ECTS credits allocated:	2
Name of Lecturer:	to be defined

Objective of the course (Learning outcome/Subject competence):

The students...

- are familiar with different IT architectures and are able to compare and assess the same in view of specific application scenarios;
- are able to combine IT architectures with different types of data storage systems;
- are familiar with the specific requirements for mobile applications and are able to integrate the same into an overall system;
- are introduced to the fundamentals of Human-Computer Interaction (HCI);
- are introduced to the fundamentals of behavioral science;
- are introduced to various models of interaction design processes.

Course contents:

- Applied interaction design in the internet
- Acquisition and evaluation of qualitative data
- Structuring design processes in connection with interactions in the internet

Prerequisites: System Planning & Security, Quality Management & Compliance

Literature: -

Teaching methods: The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment methods: Final exam

Language of Instruction: English