SBWL
Information Management & Control (IMC)

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W U WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

SBWL
Information Management & Control (IMC)

FOCUS

Management of
Information Systems (IS)
in a **highly digitalized**
business environment:

→ *How to **govern** IS and provide **strategy alignment**?*

→ *How to manage the **selection** and **development** of IS?*

→ *How to **optimize** IS operations and **manage** related risks?*

OUR LECTURES ARE

✓ **Very current** and **future-oriented** in particular serving the ongoing **business digitalization** and t**ransformation** trends

✓ **Research-led** and also **highly relevant** for practice

✓ **Enriched** by presentations from **business managers** and **SBWL alumni**

SBWL IMC Facts & Figures

OFFERED EACH SEMESTER/TERM

GENERAL INFORMATION

→ **30 students**

→ Duration (min.): **2 semesters**

→ Every course at least **1x per semester**

→ Acceptance of students based on **average grades** (ranking of all successfully completed ECTS)

COURSES

→ "**PI**" for all courses

→ Taught in **English** language

→ **REASON:** *English is the worldwide language in information systems. In addition, to qualify for the Information Systems Master at WU, you have to verify IT-related courses in English* (see http://www.wu.ac.at/programs/en/master/is)

What we offer ...

(or WHY SHOULD YOU CHOOSE US...)

01 Advanced **management abilities** AND a profound **knowledge** of **Information Systems (IS)** in a **corporate environment**

02 Assessment and optimization of **performance** of (selected) IS-related **processes and projects**

03 Applicable knowledge concerning the **evaluation and control of IS** in companies

04 The ability to develop and analyze (even) new and innovative approaches in **digitalization of business processes**

... what you should bring with you

💡 **(...or HOW WELL THE SPECIALIZATION FITS YOUR INTERESTS)**

01 Passion for **contemporary technologies** in a **corporate environment**

02 Interest for **corporate challenges** and how they can be addressed and managed with the help of **Information Systems (IS)**

03 Being open-minded for new and **innovative IS solutions** and having an interest in **analytical and structured management approaches**

04 The urge to trigger a **well-founded and highly relevant career path** dealing with management issues of **business digitalization**
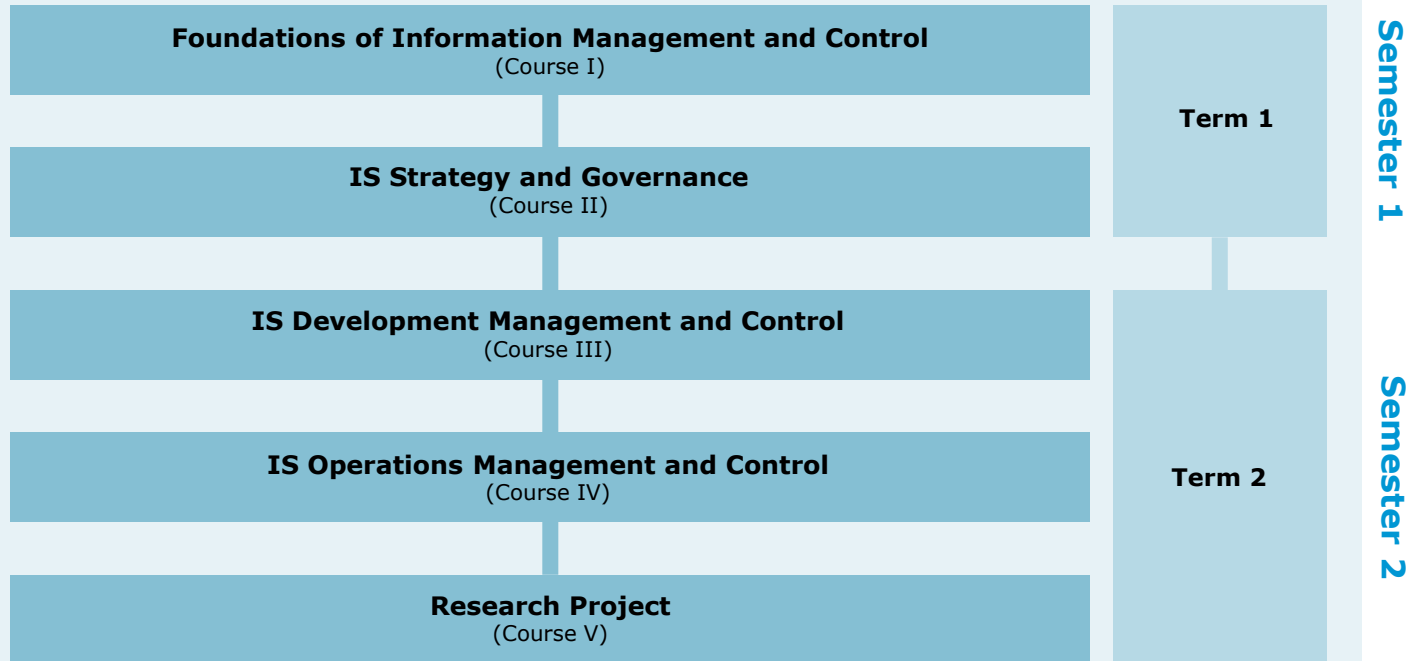
Typical Jobs for Alumni

- IS/IT MANAGER
- IS/IT SERVICE MANAGER
- IT/INFRMATION SECURITY MANAGER
- IT AUDITOR
- IT RISK MANAGER

- IT/INFORMATION QUALITY MANAGER
- IT CHANGE AND INNOVATION MANAGER
- IT STRATEGIST
- IT CONSULTANT
- + MANY MORE...

- IT PROJECT MANAGER
- PRODUCT MANAGER
- PRODUCT OWNER
- IT OPERATIONS MANAGER

SBWL IMC Structure

SBWL INFORMATION MANAGEMENT & CONTROL

Recommended: IS Project Governance and Management/Governance and Management of IT Projects

Foundations of Information Management and Control
(Course I)

IS Strategy and Governance
(Course II)

Term 1

Semester 1

IS Development Management and Control
(Course III)

IS Operations Management and Control
(Course IV)

Term 2

Research Project
(Course V)

Semester 2

Course I
Foundations of Information Management and Control

GOAL

Achieve a foundational **understanding** of the most **important information systems topics** essential for supporting and effectively managing **routine IT operations**.

CONTENT

- ✓ The introduction of **Information Systems (IS)**, **Corporate IT/IS Strategy**, and **Digital Transformation (DX)**
- ✓ Discussing and assessing **Digital Socio-Technical Systems**, **Human-Compatibility**, and **Humans** in the loop
- ✓ **Emerging challenges** and **future perspectives** of the field

Course II
IS Strategy and Governance

GOAL

Understand what an **IS strategy** is and how it is used to **generate value**. Be able to **design** and **interpret** selected **IS strategy performance models**.

CONTENT

✓ **IS strategy** & **governance principles** & **processes** based on IT Infrastructure Library (ITIL) & COBIT 5
✓ **Organizational requirements**
✓ **Challenges**, **risks**, and critical **success factors**
✓ Frameworks and methodologies, including valuation and selection, as well as **performance optimization**

Course III
IS Development Management and Control

GOAL

Develop an **understanding** of managing the **development process** and/or **sourcing decisions** of innovative **IS products and services**.

CONTENT

- ✓ **IS/IT sourcing and licensing decisions** (based on IT Infrastructure Library - ITIL)
- ✓ **Software** development **methods**, **benefits**, and **risks** (traditional vs. agile methods)
- ✓ **IS/IT investments:** cost-benefits assessments, purchase, and development risks assessment
- ✓ (Open) **IS/IT innovation**

Course IV
IS Operations Management and Control

GOAL

Develop a profound understanding of **operational management** of **IS** in companies.

CONTENT

- ✓ **IS/IT Service Management:** processes, functions, frameworks, standards (ITIL, ISO/IEC 20000, CMMI-SVC …)
- ✓ **IS/IT Systems Management (Technical Management):** Processes, function, frameworks (TOGAF, FCAPS, ISO/IEC 2700n …)
- ✓ Relevance and application in companies

Course V
Research Seminar

GOAL

Preparation for **future research projects** (e.g., Bachelor thesis).

CONTENT

- ✓ Final course
- ✓ **Different topics** (to fit your interests)

Bachelor Theses
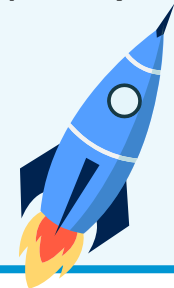
AFTER FINISHING THE SPECIALIZATION

TOPICS

Related to the **topics** of the **members of the institute**

Please **contact** the members of the institutes **directly**

You can even **suggest a topic** you are **interested** in

PROCESS

1) Contact via e-mail – providing a possible **topic** (1 page description)
2) First **meeting** & feedback
3) Submit **proposal based on feedback** (approx. 5 pages)
4) Assessment: **Acceptance** or **rejection**
5) Finish your Bachelor thesis within **1 semester**

Admission Requirements

BAWISO AND BAWIRE 2023

- ✓ STEOP
- ✓ Annual Financial Statements and Financial Reporting
- ✓ Mathematics
- ✓ Statistics

+

- ✓ **BAWISO 2023**: at least 20 ECTS-Credits successfully completed in the Common Body of Knowledge (CBK)
- ✓ **BAWIRE 2023**: 2 out of 6 electives

BBE

- ✓ STEOP
- ✓ at least 42 ECTS Credits of the main program phase except for the "Academic Skills"

! 10 OUT OF THE AVAILABLE 30 PLACES WILL BE PREFERABLY GIVEN TO STUDENTS, WHICH HAVE ALREADY COMPLETED AT LEAST ONE COURSE OF THE MAJOR 'BUSINESS INFORMATION SYSTEMS' (WIRTSCHAFTSINFORMATIK)

Admission Process

01   **You register** for **ET 5128** (*Access to Specialization in Business Administration: Information Management and Control*)

02   We inform **the best 30 students** within **2 work** days after the end of the registration phase

03   **Accepted students register** for **Course I** (PI 4560) of our SBWL (*Foundations of Information Management and Control*)

IF NOT ALL PLACES ARE FILLED →   If there are places left after the PI registration phase, all remaining students will have the chance to directly register for the introductory PI during **2nd registration phase** (***first come, first served basis***)

Important Dates

! **THE IMPORTANT DATES FOR SUMMER SEMESTER 2025 ARE AS FOLLOWS:**

REGISTRATION PHASE

Registration phase (**ET 5128**):
30.01.2025 (starting at 14:00) – 04.02.2025 (23:59)

Notification of acceptance (via email): **06.02.2025**

Registration phase for accepted students (**PI 4560**):
20.02.2025 (starting at 14:00) – 23.02.2025 (23:59)

IF FREE PLACES ARE AVAILABLE

First come, first served basis!

Second registration phase for students on the waiting list (**PI 4560**):
26.02.2025 (starting at 14:00) - 02.03.2025 (23:59)

First unit of introductory Course I (**PI 4560**):
12.03.2025

Who we are …

Prof. Dr. Edward Bernroider
Chair of the IMC Institute

ao. Univ.Prof. DDr. Roman Brandtweiner
Vice-chair of IS&O Department

Anita Neumannova, PhD
SBWL Co-ordinator

Dr. Everist Limaj
Assistant Professor

Soheil Human, PhD
Assistant Professor

Prof. Dr. Barbara Krumay
External Lecturer

Prof. Dr. Nikolaus Obwegeser
External Lecturer

Dr. Josef Kolbitsch
CIO at WU

Barbara Unger, BSc, MA
External Lecturer

Practitioner Talk & Informal Get-Together

FOR STUDENTS IN THE SPECIALIZATION, WE ORGANIZE DIFFERENT EVENTS

PRACTITIONER TALK

Different topics presented by our **business partners** and **alumni**

WORKSHOPS

Aimed at strengthening **career opportunities** in collaboration with **business partners**

GET-TOGETHER AFTER EVENTS

A platform for **exchanging information** with students of other semesters/alumni

Impressions

Business Partners (Excerpt)

Testimonials

Maja Pavlovic
MSc: Imperial College London
Internship: Deutsche Bank

"My experience with the Institute for Information Management and Control is that of a **highly supportive** and **collaborative environment**. Overall, the institute's instructors provided **fast** and **high-quality support** throughout the whole specialization. Above all, Prof. Bernroider's supervision of my seminar and bachelor theses enabled me to secure MSc offer Imperial College London."

Matthias Kollin
PWC Austria: Consultant
(Consulting & Risk Services)

"Bei meiner Arbeit kann ich die Lehrinhalte des Instituts ideal in die Praxis umsetzen. Themen wie **COBIT und ITIL** sind für mich essentiell bei der **Prüfung von IT-Kontrollen und Prozessen in Unternehmen**. Ich bin davon überzeugt, dass die Erfahrungen dieses Kurses mir **einen Vorteil** beim Berufseinstieg verschafft habene."

Stefan Fischer
Deloitte FSI Advisory: Consulting
(Financial Service Industry)

"In meiner jetzigen Tätigkeit liegt primär der Fokus auf der **Entwicklung von webbasierten Tools im Bereich Risikomanagement**, sowie Quick-Checks von regulatorischen Richtlinien. Durch die Inhalte der Vorlesungen des Institute for Information Management and Control konnte ich eine **sehr gute Grundlage** für die aktuelle Tätigkeit schaffen."

Follow-up

All information about our SBWL can be found at our **institute homepage**

wu.ac.at/imc

Questions?

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Institute for Information Management and Control

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