Master Seminar Winter Term 2015/16

Strategic Management of IT/IS

Prof. Dr. Nils Urbach
Bayreuth, June 22nd, 2015
Introduction
During the past few years, IT departments’ role has changed significantly in many organizations. While these departments used to have a primarily internal delivery function within their companies, they increasingly serve as service centers targeted at reaching a market price level and, at the same time, seeking to contribute to company success. This development has led to new structures and requirements for strategic management of IT and IS. Today, understanding the business needs, aligning the IT department’s efforts accordingly, and driving the company’s digital agenda are central challenges for IT decision makers.

The objective of this seminar is the investigation and discussion of contemporary issues in the fields of strategic IT/IS management. Each participant will write a seminar paper about one particular topic and present his final results to the class.

Setup
This seminar will consist of
- A Kick-off meeting on July 7th, 2015
- Final presentations in October/November
### Topic overview

- Topic 1: The Relationship between SOA and Cloud Computing
- Topic 2: The Future Workplace and its Implications for IT Management
- Topic 3: Wearable Computing at the Workplace
- Topic 4: How IT Consumerization affects IT Management
- Topic 5: The Business Value of Big Data
- Topic 6: Leveraging Agile Project Management
- Topic 7: Overcoming the Challenges of Shadow IT
- Topic 8: Innovation Management in the Digital Age
- Topic 9: How to Implement a Social Media Policy
- Topic 10: The Changing Role of the CIO in Digital Business
General conditions

Requirements

- Students are encouraged to write the seminar paper and to present their results in English
- Participation in kick-off meeting and presentation session(s) is mandatory
- Detailed topic description and basic literature as well as paper and presentation templates will be provided
- Participants are required to discuss topic details and paper structure with supervisor in advance

Grading

- Seminar paper (70%)
- Presentation (30%)

Applicability

- BWL/WI/Ing – TOP
- BWL – V 7-3
- Supplementary module (Ergänzungsbereich)
### Important dates & registration

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<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Registration Deadline</td>
<td>July, 3rd</td>
<td>24:00</td>
<td>via flexNow &amp; E-Mail</td>
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<td>Kick-off meeting</td>
<td>July, 7th</td>
<td>18:00</td>
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**Registration**

Please register via flexNow and send an additional email with your application to Matthias von Entreß-Fürsteneck (matthias.entress-fuersteneck@uni-bayreuth.de). The following information are required:

- Name
- Student-ID (Matrikelnummer)
- List of three preferred seminar topics in order of priority
Contact

- For registration and organizational questions please contact Matthias von Entreß-Fürsteneck (matthias.entress-fuersteneck@uni-bayreuth.de).