Master Seminar Winter Term 2013/14

Strategic Management of IT/IS

Nils Urbach
Bayreuth, July 1st, 2013
About this seminar

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 now increasingly serve as service centers targeted at reaching a market price level and seeking to contribute to company success. This development has lead to new structures and requirements for strategic management of IT and IS. Today, understanding the business needs of the company and aligning the IT department’s efforts accordingly are central challenges for IT managers.

The objective of this seminar is the investigation and discussion of contemporary issues in the field 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 in mid-July
- Final presentations in October/November
Topic overview

- **Topic 1**: Successfully Managing IT Outsourcing Relationships
- **Topic 2**: The Use of Incentives in IT Vendor Management
- **Topic 3**: The Role of Standards and Standardization in IT
- **Topic 4**: Strategic Positioning with IT Benchmarking
- **Topic 5**: Corporate Adoption of Public Cloud Computing
- **Topic 6**: Advancing Sustainability through Green IS
- **Topic 7**: The Role of Stress in IT Project Management
- **Topic 8**: Advanced Project Management through Benefits Management
- **Topic 9**: Project Portfolio Management and the Role of Un-enacted Projects
- **Topic 10**: Determining the Business Value of IT/IS
- **Topic 11**: Explaining IT Governance Success with Organizational Deviance Theory
- **Topic 12**: Successfully Implementing Social Media in Organizations
- **Topic 13**: IT-Consulting – A Comparative Analysis of IT Consulting Service Offerings by Professional Service Firms
- **Topic 14**: IT-Compliance – Standards, Current Topics and Future Challenges
- **Topic 15**: IT-Audit – Methods, Standards and Regulatory Requirements
Objectives

- **Seminar paper**
  - Present the current state of research
  - Outline the topic’s benefits and challenges (if applicable)
  - Present interesting applications, recent developments and reflections
  - Discuss your opinion on the topic’s current and future role for strategic IT management
  - Conclude with an outlook and other interesting findings

- **Presentation**
  - Develop an interesting, insights-revealing presentation
  - Summarize the main findings and key aspects of the written paper
  - Explicitly inspire a group discussion (e.g. by concluding with a controversial statement or raising routing questions)
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
- Seminar paper length should be 15-20 pages
- Detailed topic description and basic literature as well as paper and presentation templates will be provided
- Participants are invited to discuss topic details and paper structure with supervisor in advance

Grading
- Seminar paper (70%)
- Presentation (20%)
- Participation in class (10%)
Important dates & registration

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<tr>
<td>Registration Deadline</td>
<td>July, 12th</td>
<td>24:00</td>
<td>via flexNow &amp; E-Mail</td>
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<tr>
<td>Kick-off meeting</td>
<td>July, 18th</td>
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<td>Submission deadline: Seminar paper</td>
<td>October, 14th</td>
<td>12:00</td>
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Registration

Please register via flexNow and send an additional email with your application to Nils Urbach (nils.urbach@uni-bayreuth.de). The following information are required:

- Name
- Student-ID (Matrikelnummer)
- List of three preferred seminar topics in order of priority
For registration, submission of presentation materials, and organizational questions please contact Nils Urbach (nils.urbach@uni-bayreuth.de).