MBA Module:	Information Technology
Key words:	Enterprise Resource Planning, Information Technology, Market and Competitive Intelligence
Module number:	
Target group(s):	1st and 2nd semester MBA students (ca. September - June)
ECTS credits:	6
Language of instruction:	English
Responsible:	Prof. Dr. Michael Flad

Extent of work (hours)

Workload	Contact hours	Self study	Exam preparation
180	90	30	60

Prerequisites:	Participants should be able to prepare presentations using MS-Powerpoint.
Objectives:	This module is designed to provide the student with a broad overview of information and communication technology (ICT) and its role in the modern enterprise. Taking a managerial point of view, it is demonstrated how technology can provide a strategic advantage by increasing productivity and quality, improving customer service, enhancing collaboration, and enabling business reengineering. The student will get a conceptual overview of ICT.
Module content:	The module covers the following three courses: • Enterprise Resource Planning • Information Technology • Market and Competitive Intelligence (MCI)
Applicability:	This module lays the groundwork for the corporate project and the master's thesis where IT issues are essential next to other disciplines.
Requirements for credits:	Information Technology: presentation (60 minutes) Enterprise Resource Planning: presentation (30 minutes) Market & Competitive Intelligence: study assignment and presentation All three exams must be passed in order to receive the ECTS for the whole module.

Submodules and assessment

Submodule 1 of 3	Enterprise Resource Planning
Exam number:	1202002
Lecturer:	
ECTS credits:	2
Type of assessment:	Presentation
Learning objectives:	- Students learn about business processes supported by the software - Students know which master data is basically necessary - Students understand the interaction of different modules together in an integrate ERP software - Students gain first experience in using the SAP user interface
Methods:	Lectures, exercises in computer lab, discussion.
Literature:	- Muir, N., I. Kimbell; Discover SAP, SAP PRESS - Anderson, G.W., Ch.D. Nilson, T. Rhodes: SAP Implementation Unleashed - A Business and Technical Roadmap to Deploying SAP, Sams Publishing
Contents:	This course teaches details about enterprise resource planning with a focus on business software for operations management (SAP). Basics about ERP Systems, Logistics Planning, Materials Management, Sales & Distribution, Production, Quality Management, Plant Maintenance, Financials

Workload 60	Contact hours 30	Self study 10	Exam preparation 20

Submodule 2 of 3	Information Technology
Exam number:	1201005
Lecturer:	Dr. Dipl. Math. Gerhard Fessler
ECTS credits:	2
Type of assessment:	Presentation
Learning objectives:	• Students will have an understanding of information technology and systems • Students acquire knowledge of technologies and communication networks • Students will acquire knowledge of implementation, evaluation, design, operation, security, and maintenance of information systems • Students will collect IT relevant information online – including verification and validation of the respective information
Methods:	Lectures, interactive learning by discussions, exchange of experience, participant presentations, case studies.
Literature:	
Contents:	• ICT foundations • ICT terminology • Foundations of computer networks • Information retrieval on ICT • Business value of ICT • Managerial and decision support • Concepts of selected business functionalities • Information technology governance • Information systems literacy • IS architecture

Workload 60	Contact hours 30	Self study 10	Exam preparation 20

Submodule 3 of 3	Market and Competitive Intelligence (MCI)
Exam number:	1201004
Lecturer:	Markus Ott, Dipl.-Volkswirt, Dipl.-Exportwirt
ECTS credits:	2
Type of assessment:	Study Assignment and Presentation
Learning objectives:	• Students will be able to define a framework for a Market and Competitive Intelligence (MCI) Center • Students will acquire experience in the usage of a MCI platform • Students acquire knowledge of the main instruments and processes of MCI • Graduates will be able to identify market developments and trends • Graduates will be capable to assess the competitiveness of a company • Graduates will have an understanding of Market and Competitive fundamentals
Methods:	Lectures, discussions, exchange of experience, participant presentations, case studies.
Literature:	• Fleisher, C.S., B. E. Bensoussan: Business and Competitive Analysis – Effective Application of New and Classic Methods, FT Press
Contents:	Global growth perspectives are diminishing in the industrial world. Globalization leads to more competition and new competitors arise from Asia. The evaluation of markets and competitors becomes crucial for companies, if they want create opportunities, grow above the market and define sustainable competitive advantages. Therefore, companies need to set-up Market and Competitive Intelligence Centers which professionalize this task within companies. We will get to know the different organizational structures and set-ups of MCI centers. The right positioning of a MCI center is crucial for its success in an organization. Therefore, we will discuss the options that exist and the consequences of our choices with regard to tools and processes. The deliverables of MCI work need to match the needs of the varied stakeholders. The understanding of the capabilities of the multiple tools and methods will be deepened during the sessions of the course. A central platform is important for the automated gathering, analyzing and dissemination of the results of MCI specialists. We will have the opportunity to work with and experience „live" a professional platform. This will allow us to specify the right criterias to evaluate the different suppliers and choose the best platform for our organization. A culture for open information flow from the markets to the MCI center needs to be created. You will learn about the right steps to create such a culture within your organization.

Workload 60	Contact hours 30	Self study 10	Exam preparation 20