

SBWL Information Management & Control (IMC)



Anita Neumannova, MIM, PhD
(Assistant Professor and Co-ordinator of the Specialization)



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 **transformation** 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

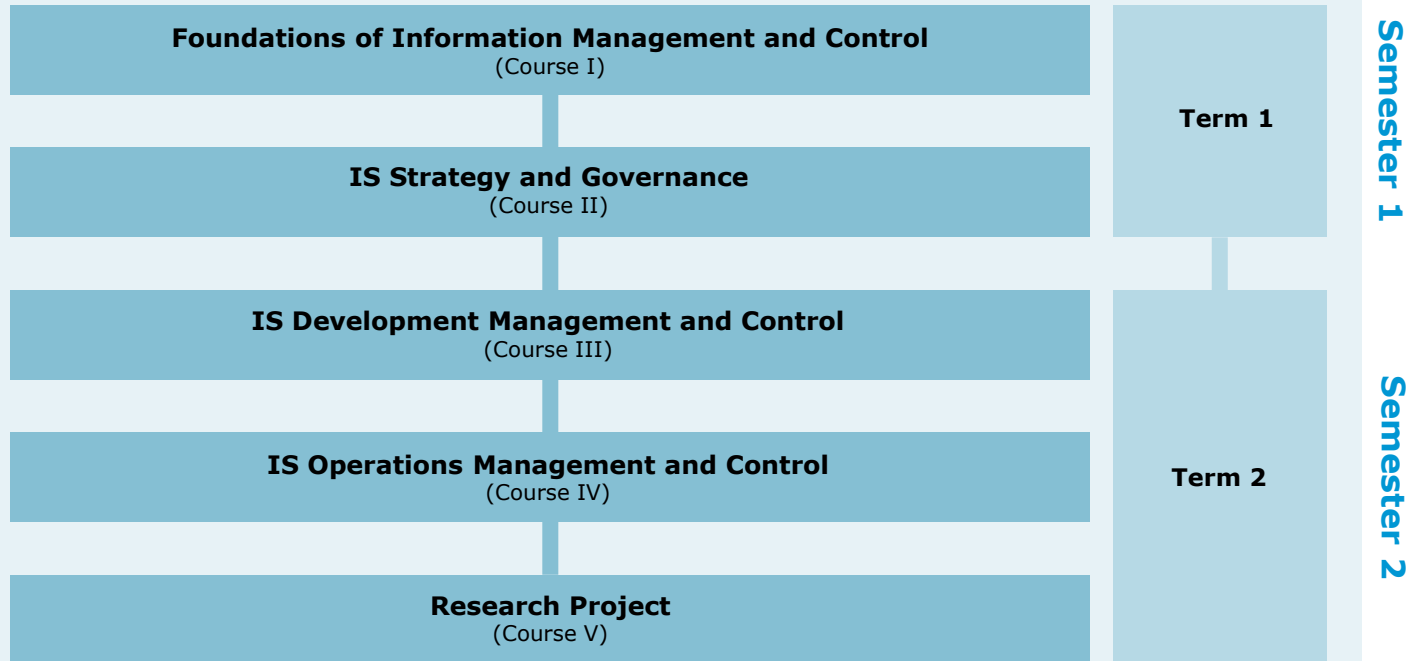


- **IS/IT MANAGER**
 - **IS/IT SERVICE MANAGER**
 - **IT/INFRMATION SECURITY MANAGER**
 - **IT AUDITOR**
 - **IT RISK MANAGER**
 - **IT/INFORMATION QUALITY MANAGER**
 - **IT CHANGE AND INNOVATION MANAGER**
 - **IT STRATEGIST**
 - **IT CONSULTANT**
 - **IT PROJECT MANAGER**
 - **PRODUCT MANAGER**
 - **PRODUCT OWNER**
 - **IT OPERATIONS MANAGER**
-  + **MANY MORE...**

SBWL IMC Structure

SBWL INFORMATION MANAGEMENT & CONTROL

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



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



GOAL

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

CONTENT

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





AFTER FINISHING THE SPECIALIZATION

TOPICS

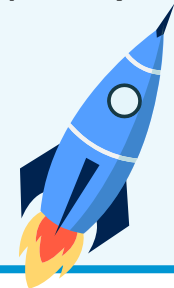
Related to the **topics** of the **members of the institute**

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 ...



**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.
Edward
Bernroider**
Chair of the IMC
Institute



**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)

Deloitte.

KPMG

pwc

SAP

ERSTE BANK

Raiffeisen
INTERNATIONAL
Member of RZB Group

ÖNB
OESTERREICHISCHE NATIONALBANK
EUROSYSTEM

BRZ

bm **vit**

BM.W.F^a
Bundesministerium für Wissenschaft und Forschung

WKO

iSEEit

OESTERREICHISCHE
COMPUTER GESELLSCHAFT
AUSTRIAN
COMPUTER SOCIETY

ISACA
Serving IT Governance Professionals

DIMOCO
building mobile payment worldwide

Austrian

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."

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



wu.ac.at/imc



Questions?



VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

**Department of Information
Systems and Operations**
Institute for Information Management
and Control

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