Introduction to the Master’s program

*Information Systems Management (Wirtschaftsinformatik)*

Prof. Dr. Stefan Tai
Welcome

The next 30 minutes
• „Information Systems Management“ in the year 2018
• Introduction to the ISM Master's program
• Organizational information
• International exchange programs

....followed by
• Q&A with student counselors
Disruptive innovations and game changers
5 Reasons Businesses Use the Cloud

Every year, more and more businesses are adopting cloud. While traditionally thought of as an IT decision, cloud is increasingly being considered a business decision to enable company functions. Take a look at five reasons why more businesses are adding the cloud to their technology arsenals.

1. It offers better insight and visibility
Businesses are using cloud technology to support their analytics efforts. Of leading organizations:
- 54% use analytics extensively to derive insights from big data
- 59% use cloud to share data seamlessly across applications
- 59% intend to use cloud to access and manage big data in the future

2. It makes collaboration easy
Cloud allows work to be accessed from anywhere on multiple devices, making cross-functional collaboration much easier. Here’s what leading organizations—those that are gaining competitive advantage through cloud—cited as popular uses:
- 58% collaborate across the organization and ecosystem
- 59% improve integration between development and operations

3. It can support a variety of business needs
Companies are forging a tighter link between technology and business outcomes. Take a look at the business functions companies have migrated to the cloud:
- 18% messaging
- 15% storage
- 13% office/productivity suites

4. It allows for rapid development of new products and services
The cloud offers businesses valuable capabilities. Here’s what leading organizations say it enables them to do:
- 52% use it to innovate products & services rapidly
- 24% are able to offer additional products & services

5. The results are proven
From business growth to increased efficiency, businesses using cloud are realizing benefits across the company:
- 25% of businesses saw a reduction in IT costs
- 55% saw an increase in efficiency
- 46% saw improvement in employee mobility

Sources: CDW, IBM Center for Applied Insights
Emerging Ecosystems

The Sharing Universe
Companies that facilitate sharing have grown wildly across many industries—shown here by amount of money raised by investors.

- **Uber**: $4.9 billion, founded 2009, in 54 countries
- **Blablacar**: $110 million, founded 2007, in 14 countries
- **Lyft**: $332 million, founded 2012, U.S. only
- **Sidecar**: $35 million, founded 2012, in 5 countries
- **Halo**: $101 million, founded 2010, in 5 countries
- **Vinted**: $33 million, founded 2008, in 8 countries
- **Tradesy**: $14.5 million, founded 2012, U.S. only
- **Airbnb**: $795 million, founded 2008, in 190 countries
- **Homeway**: $505 million, founded 2011, in 140 countries
- **Wimdu**: $90 million, founded 2011, in 40 countries
- **Farestrly**: $1.3 million, founded 2011, in 30 countries
- **EatWith**: $8 million, founded 2015, in 20 countries
- **Money**: People looking to avoid dealing with banks can use these sites to get peer-to-peer loans
- **Amex**: $47 million, founded 2013, China only
- **Lending Club**: $392 million, founded 2007, in 5 countries
- **Prosper**: $190 million, founded 2006, U.S. only
- **Parking**: Apps let you rent your driveway or even a public parking spot to a stranger on the fly
- **Parking Panda**: $47 million, founded 2011, in 5 countries
- **SpotHero**: $7.5 million, founded 2011, U.S. only
- **ParkWhiz**: $12 million, founded 2007, in 5 countries
- **Yerdle**: $10 million, founded 2012, U.S. only
- **TaskRabbit**: $38 million, founded 2008, in 2 countries
- **Zaarly**: $15 million, founded 2011, U.S. only
- **SolarCity**: $1 billion, founded 2006, U.S. only

Source: Time magazine
The Digital Enterprise

Source: Microsoft
“Information Systems [Engineering/Management]”

...has traditionally been about:

“practical and theoretical problems of collecting and analyzing information in a business function area including business productivity tools, applications programming and implementation, electronic commerce, digital media production, data mining, and decision support” [Wikipedia]

...today is increasingly about:

„Decisions in computer science of [corporate] strategic relevance“:
Without a profound knowledge in computer science strategic decision making is no longer possible

➢ „Computer Science + Management“
„Riding the Architect Elevator“ *

*Credits to Gregor Hohpe,
# The Information Systems Management Master’s Program

## Key Information

<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Information Systems Management (Wirtschaftsinformatik)</th>
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| **Starting dates** | April *(summer semester)*  
                              October *(winter semester)* |
| **Credit points**  | 120                                                   |
| **Duration**       | 4 semesters                                           |
| **Degree**         | Master of Science (M.Sc.)                            |
| **Languages**      | English, German                                       |

### further information available:

## Organization of the Master’s program

<table>
<thead>
<tr>
<th>120 CP</th>
<th>Information Systems Management (Wirtschaftsinformatik)</th>
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<tbody>
<tr>
<td><strong>1st semester</strong>&lt;br&gt;30 CP</td>
<td><strong>Studies in Information Systems</strong> (Fachstudium Wirtschaftsinformatik)&lt;br&gt;24 to 30 CP</td>
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<td><strong>Electives</strong> (Wahlbereich)&lt;br&gt;12 to 18 CP</td>
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<td><strong>2nd semester</strong>&lt;br&gt;30 CP</td>
<td><strong>Studies in Information Systems</strong> (Fachstudium Wirtschaftsinformatik)&lt;br&gt;24 to 30 CP</td>
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<td><strong>3rd semester</strong>&lt;br&gt;30 CP</td>
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<td><strong>4th semester</strong>&lt;br&gt;30 CP</td>
<td><strong>Master’s Thesis (30 CP)</strong></td>
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“Study Areas”
What is a Study Area?

A study area ...

• ... accumulates modules of different chairs (Fachgebiete) under a specific focus to provide a professional deepening and profiling
• ... offers a better orientation within the module offering of Faculty IV
Program Structure

Core Studies (Fachstudium)

**Studies in Information Systems (Fachstudium Wirtschaftsinformatik)**
Compulsory elective modules worth **24 to 30 CP** from the study area

- Information Systems (Informationssysteme)

**Studies Computer Science (Fachstudium Informatik)**
Compulsory elective modules worth **18 to 24 CP** from **one** of the study areas

- Distributed Systems and Networks (Verteilte Systeme und Netze)
- Data and Software Engineering
Studies in Economics & Management (Fachstudium Wirtschaft und Management)
Compulsory elective modules worth **18 to 24 CP** from the catalog

- Business, Economics and Management
Program Structure

Core Studies (Fachstudium)

Classes at TU Berlin are categorized as

- Lectures (VL – Vorlesungen)
- Exercises (UE – Übungen)
- Seminars (SE – Seminare)
- Integrated lectures consisting of lectures and exercises (IV – Integrierte Veranstaltung)
- Projects (P – Projekte)

**Important:**
Modules of \( \geq 12 \) CP must belong to the Project category
Electives
Students may choose *any modules* worth 12 to 18 CP from the entire range of courses offered at scientific institutions of higher education in the Berlin-Brandenburg region.

Master's thesis
worth 30 CP, see next slide for main research areas

*After successfully completing the Master's program you will receive the academic degree 'Master of Science' (M.Sc.)*
International Exchange Programs

(Teaser only)
Exchange Program Porto Alegre, Brasilien

Newly established program in particular for students of Information Systems with the Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS) in Porto Alegre

- Cooperation between PUCRS and TU Berlin for many years
- Best private university in Brazil
- One of the top 20 universities of all in Brazil
- Best technology park in South America (TecnoPUC)
Exchange Program Porto Alegre, Brasilien

Newly established program in particular for students of Information Systems with the Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS) in Porto Alegre

- Small classes
- Courses are offered in Portuguese and English
- Privileged access to paid internships with well-known companies at the technology park

Contact:
Dr. Anselm Busse – Raum EN249 – anselm.busse@tu-berlin.de
Support

Student Counseling
Room MAR 6.021
Tel. 314 - 2 10 05 | studienberatung-CS@eecs.tu-berlin.de
Consultation hours: online

Examination Board Information Systems Management (Prüfungsausschuss Wirtschaftsinformatik)
The Examination Committee is responsible for all issues related to examinations, including:

- Designating examiners and co-examiners
- Recognition of grades or credits earned outside Faculty IV
- Granting approvals of non-required courses
- Granting approvals for deadline extensions and exceptions

Chair: Prof. Dr. Sabine Glesner
Office: Room MAR 6.024 | eb-ism@eecs.tu-berlin.de
Consultation hours: Mon 14-15:30, Wed 10:30-12:00
Academic Coordinator
Prof. Dr.-Ing. Stefan Tai | tai@tu-berlin.de
Office: Anita Hummel | Room EN-247a
Tel. 314 - 7 32 60 | anita.hummel@tu-berlin.de
Consultation by arrangement

„Freitagsrunde“ – Student Initiative of Faculty IV
http://wiki.freitagsrunde.org/Hauptseite
Office: Room MAR 0.005
Tel. 314 - 2 13 86/- 7 57 69 | info@freitagsrunde.org
Thank You

and

Best wishes for your studies!