Introduction to the Master’s program

Information Systems Management (Wirtschaftsinformatik)

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Welcome

In the next 30 minutes:
• A few surveys → see links in the chat
• “Information Systems” – today and tomorrow
• The ISM Master's program

... followed by student counsellors:
• Organizational information
• Q&A with student counsellors
This Is What Happens In An Internet Minute

- Google: 3.8 Million Search Queries
- Netflix: 694,444 Hours Watched
- Facebook: 1 Million Logging In
- YouTube: 18.1 Million Texts Sent, 4.5 Million Videos Viewed
- Instagram: 347,222 Scrolling Instagram
- Twitter: 87,500 People Tweeting
- Snapchat: 2.1 Million Snaps Created
- Facebook Messenger: 41.6 Million Messages Sent
- Giphy: 41 Million GIFs Served
- GOOGL: $996,956 Spent Online
- Amazon: 180 Smart Speakers Shipped
- Twitch: 1 Million Views
- Subscriptions: 41 Music Streaming Subscriptions
- Email: 188 Million Emails Sent

Created By: @LoriLewis @OfficiallyChadd
Culture of Innovation

01 TECHNOLOGY
- Cloud Platforming
- API Run Time Services
- Embedded Intelligence
- Self-Aware Infrastructure
- Ubiquitous Connectivity

02 TALENT
- Continuous Learning
- Transformation Mastery
- DevOps
- Cloud Management
- Vendor Management
- Digital Assistant Management

03 GOVERNANCE
- Chief Operations Officer
- Scale, Scope and Speed
- Operational SLAs
- Adaptive Organization

04 PROCESSES
- Democratized Innovation
- Automated & Agile Processes
- Process Orchestration
- Analytic Models of Operations
“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”
IT Transformation: Connecting penthouse and engine room

Many large enterprises are feeling pressure from digital disruptors who attack with brand-new business models and aren’t held back by legacy or infrastructure assets. Transforming successful enterprises that are built around traditional technology and organizational structures to compete in the digital world requires a direct connection between the penthouse, where the business strategy is set, and the engine room, where the enabling technology is implemented. I call this connection the Architect Elevator.

Gregor Hohpe, https://architectelevator.com/
Three levels of management activities:

- **Strategic** (What should we do, and why?)
  - E.g.: What are new, digital business models? How will our industry get disrupted?
- **Tactical** (How do we implement the strategy, given current events and data?)
  - E.g.: How can we improve our user experience / a business process?
- **Operational** (How to keep the company running well, how to keep the lights on?)
  - E.g.: How do we keep high availability of our internet access / servers? How do we cut cost?

My recommendation: aim to understand how you can effect change across all levels, including strategic, and shape the digital transformation.
Auf dem Weg zu einer Informatik neuer Prägung in Wissenschaft, Studium und Wirtschaft

Walter Brenner · Manfred Broy · Jan Marco Leimeister

Entwicklung der Informatik in Wirtschaft und Gesellschaft


Informationsmanagements. Standen am Anfang noch hierarchische Suchmaschinen im Vordergrund, gab es bald Suchmaschinen auf Volltextbasis, die das Internet ständig nach neuen Informationen durchsuchten. E-Commerce brachte Millionen Menschen die Vorzüge des Versandhandels von so gut wie allen Waren und Dienstleistungen näher. Soziale Netze entstanden und wurden alsbald als Geschäftsmodell von Facebook erschlossen.

Apple erfand 2007 das Smartphone, das in weniger als zehn Jahren auf der ganzen Welt flächen deckend Verwendung fand. Die Entwicklung der
# The Information Systems Management Master’s Program

## Key Information

<table>
<thead>
<tr>
<th>Title</th>
<th>Information Systems Management (Wirtschaftsinformatik)</th>
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</table>
| 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>Semester</th>
<th>1st Semester (30 CP)</th>
<th>2nd Semester (30 CP)</th>
<th>3rd Semester (30 CP)</th>
<th>4th Semester (30 CP)</th>
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<tbody>
<tr>
<td>120 CP</td>
<td><strong>Information Systems Management (Wirtschaftsinformatik)</strong></td>
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<td><em>Studies in Information Systems</em> (Fachstudium Wirtschaftsinformatik) 24 to 30 CP</td>
<td><em>Studies in Computer Science</em> (Fachstudium Informatik) 18 to 24 CP</td>
<td><em>Studies in Business, Economics &amp; Management</em> (Fachstudium Wirtschaft &amp; Management) 18 to 24 CP</td>
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<td><em>Electives (Wahlbereich)</em> 12 to 18 CP</td>
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<td><strong>Master’s Thesis (30 CP)</strong></td>
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“Study Areas”

ET
Electrical Power Engineering

Electronics, Photonics und Integrated Systems
Communication Systems
Automation Control

ISM (WI)
Information Systems

Data and Software Engineering
Distributed Systems and Networks
Cognitive Systems
Foundations of Computing

CS (I)

Digital Media and Human-Computer-Interaction
Embedded Systems and Computer Architectures
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

Quick Access: 184947
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
Program Structure

Core Studies (Fachstudium)

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)

Modules at TU Berlin are categorized as

- Lectures (VL – Vorlesungen)
- Exercises (UE – Übungen)
- Tutorials (TUT – Tutorium/Methodenübung)
- Integrated lectures consisting of lectures and exercises (IV – Integrierte Veranstaltung)
- Seminars (SE – Seminare)
- Lab course (PR – Praktikum)
- Projects (PJ – Projekte)

**Important:**

Modules of \( \geq 12 \) CP must belong to the Project category
Program Structure
Electives & Master's Thesis

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 earlier slide for main research areas

*After successfully completing the Master's program you will receive the academic degree 'Master of Science’ (M.Sc.)*
Academic adjustments

What?
Academic adjustments are possible for the accommodation of individual disadvantages and hardships, which can result from specific circumstances in life.

Who is Entitled?
The General Study and Examination Regulations of TU Berlin (AllgStuPO) provides academic adjustments for pregnant students, students with children, students with relatives who need care and students with impairments, e.g. epilepsy, depression, autism, ADHD, cancer, diabetes, dyslexia, Crohn's disease (Section 40 AllgStuPO).

Examples?
Academic adjustments can be: extra time for timed examinations, taking individual breaks during an examination, permission to use a special examination room, e.g. for breastfeeding breaks and for students with impairments.

Contact?
For a confidential consultation you can contact us by email at:

Claudia Cifire - Studying with Children
Email: claudia.cifire@tu-berlin.de
Website: www.studienberatung.tu-berlin.de/mit_kind

Janin Dziamksi & Susann Henning - Studying with disabilities and chronic illnesses
Email: barrierefrei@tu-berlin.de
Website: www.barrierefrei.tu-berlin.de

Family Services Office - Family care commitments
Email: familienbuero@zuv.tu-berlin.de
Website: www.tu-berlin.de/familie
Support

Student Counseling
Room MAR 6.021
Tel. 314 - 2 10 05 | studienberatung-cs@eecs.tu-berlin.de
Consultation hours: online (Quick Access 147510)

Examination Board Information Systems Management (Prüfungsausschuss Wirtschaftsinformatik)
The Examination Board 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 of the Examination Boards of Faculty IV
Office: Room MAR 6.023 | eb-ism@eecs.tu-berlin.de
Consultation hours: Mon 2 - 4pm (pre-registration necessary)
Website: Quick Access 35561
Support

Academic Coordinator
Prof. Dr. Ingo Weber | ingo.weber@tu-berlin.de
Office: Petra Dudakova | petra.dudakova@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!