

2019.HS

Module Name: IT-Strategy & Service Management	
Module Code	w.BA.XX.2ITSSM-WIN.XX
Module Description	Students acquire in-depth knowledge and skills which enable them to solve strategic problems of a practical nature concerning information technology and information services and work independently in doing so. The qualification profile they are working towards comprises in-house IT department tasks as well as IT-oriented services and consultancy activities.
Program and Specialization	Business Information Technology
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Institut für Wirtschaftsinformatik Ltg
Module Coordinator	Christian Russ (rusi)
Deputy Module Coordinator	Christian Hitz (hitz)
Prerequisite Knowledge	Basic knowledge of business management, basic knowledge of IT
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § understand the most important strategic IT management frameworks (IT strategy, governance, and ITSM) and their focus areas, fields of application, and limitations. § are able to explain the relationship between different specialist terms. § learn how strategic IT management methods are utilized to analyze, design, and further develop the domains, functions, and processes of an IT service organization. § understand the current challenges presented by various interest groups in an IT organization. § are able to derive design and optimization goals for an IT organization as a result of these challenges. § are able to analyze an organization using the most important components of the COBIT and ITIL frameworks. § evaluate solutions for specific issues on the basis of the criteria they have been taught. § are able to work out an IT strategy from the business requirements and align the infrastructure to the IT goals given. § present the knowledge they have acquired and use it in discussions. § work in groups to achieve a shared goal. § develop a willingness to engage autonomously with selected IT management and service-oriented approaches.

	§ appreciate various points of view in the evaluation of solution strategies and problem areas.		
Module Content	§ IT strategy development and business IT alignment § IT governance and risk & compliance § IT sourcing and its effect on the IT organization § Relevance and characteristics of business- and service-oriented, transparent, and efficient IT service provision § Functions, structure, processes, and roles of an ITSM framework in an IT organization § Examples of specialization: ITIL lifecycle-oriented service approach; task descriptions, process visualizations, and role assignment as examples of selected functions		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1BSS.XX w.BA.XX.1OP.XX w.BA.XX.2BWL-WIN.XX w.BA.XX.2StratM-WIN.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review § Discussion § Presentation § Simulation	Social Settings Used: § Individual Work § Pair Work	
Digital Resources	§ Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Large Class	28 h	22 h
	Small Class	28 h	50 h
	Group Instruction	-	-
	Practical Work	-	-
	Seminar	-	-
	Total	56 h	72 h
			52 h
Performance Assessment			
	End-of-module exam	Form	Length (min.)
	Written exam	Closed book	60
	Permitted Resources	No calculator	
			Weighting
			70,00 %
	Others	Assessment	Length (min.)
	Written Assignment	Grade	-
	Talk/oral presentation	Pass/Fail	5
			Weighting
			30,00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ Johanning, V. (2014). IT-Strategie: optimale Ausrichtung der IT an das Business in 7 Schritten. Springer-Verlag. ISBN 978-3658020484. § Pilorget, L. (2010). MIIP: Modell zur Implementierung der IT-Prozesse. Springer. ISBN 978-3-8348-9769-5.		
Recommended Reading	§ Beims, M. (2014). IT-Service-Management in der Praxis mit ITIL®: Der Einsatz von ITIL® Edition 2011, ISO/IEC 20000:2011, COBIT® 5 und PRINCE2®. Hanser. ISBN 978-3446441378. § Gadatsch, A. (2016). IT-Controlling für Einsteiger: Praxiserprobte Methoden und Werkzeuge. Springer Verlag. ISBN 978-3-658-13580-5. § Thiemeier, E. (2013). Handbuch IT-Management: Konzepte-Methoden, Lösungen und Arbeitshilfen für die Praxis. 4th edition. Carl Hanser Verlag. ISBN 978-3446435575. § Hartschen, M. (2015). Innovationsmanagement: Die 6 Phasen von der Idee zur Umsetzung. 3rd edition. gabal. ISBN 978-3-86936-015-7.		
Comments	The paper, which will be graded, is treated as an individual assignment on a specific given IT management topics. Within this context, students familiarize themselves with current discussions in academic literature about the topics in question.		