



# Information Management and Knowledge Management (IMKM)

## *Organizational Details*

*(We start at 1:15pm)*

TUM

Chair for Information Systems

© Prof. Dr. H. Krcmar

# Who are we?



**Jörg Weking**

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Consulting hours: appointment by Email



**Timo Böttcher**

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Consulting hours: appointment by Email

## Research interests

Business Model Change  
Digital Platforms & Ecosystems  
Strategic Agility  
IT Alignment  
Digital Transformation  
Artificial Intelligence

## Research interests

Digital Business Model Innovation & Change  
Digital Transformation of Ecosystems, e. g. Retail  
Business Strategies for Digital Transformation & Sustainability  
Complexity Theories for Digital Ecosystems  
Strategic Agility

# Offerings: Student Theses and HiWi Positions

Interested in Science? Apply for a HiWi Position (seven hours per week)

We offer student theses and projects, e.g.

- **Guided Research** (Forschungsarbeit unter Anleitung), elective module, 10 ECTS
- **Masters Theses**
- **Interdisciplinary Project (IDP)**, 16 ECTS (Masters of Informatics only)

We are open to create topics together with you to work on tomorrow's challenges in the fields of

- Digital business model innovation and business model patterns
- Strategic agility
- Parenting advantage
- Digital platform ecosystems (Governance, Value, Co-Creation, Business Model)
- Innovation potential of novel technologies (e.g. Cloud Computing, Big Data) for the transformation of existing and development of new business models
- Digital transformation in retail
- ....

If you have **questions**, mail to: [timo.boettcher@tum.de](mailto:timo.boettcher@tum.de)

# Rigor & Relevance oriented Learning

## Lectures

### Basics

Know, understand, and discuss concepts of IMKM

### Current Research

Understand current research in Information Systems

### Practical Insights

Get first hand practice experience in guest lectures

## Exercises

### Case Studies

Apply and analyze models, tools, and theories

### Discussions

Contrast, discuss, and evaluate models and theories

## Lectures

### Basics

Know, understand, and discuss concepts of IMKM

### Current Research

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### Practical Insights

Get first hand practice experience in guest lectures

- The lecture focuses on the *managerial issues* in information management and knowledge management
  - What is the role of information management in organizations?
  - What is the value of information technology for organizations?
  - How to structure IT to attain strategic advantages?
- Discuss current topics in information management
  - Know about practically relevant issues and problems
  - Apply the learned models
- Discuss current research
  - Get to know the “boundaries of knowledge”
  - Find out about current research in the field of Information Systems and the Chair for Information Systems

## Exercises

### Case Studies

Apply and analyze models, tools, and theories

### Discussions

Contrast, discuss, and evaluate models & theories

## Goal: in-depth analysis of one case

- Form a group of 5 students max.
- Prepare one presentation about one case study including
  - A presentation (**15 min**) for the exercise addressing given questions regarding the assigned case study.
  - Discussion questions on slides to support a discussion (**5 min**) regarding the given assignment, the case study, and your solution.

# Evaluation

## Lectures

Basics

Research Results

Practical Insights

Final Exam (60 points, 90min)

Part A: Knowledge and understanding

Part B: Application and analysis

Part C: Discuss and evaluate

## Exercises

Case Studies

Discussions

Grading bonus (0.3)

Present case solutions

Discuss different solutions

Participate in Business Game (one session in 01/21)

## Exercises

### Case Studies

### Discussions

## Grading bonus (0.3)

Present case solutions

Discuss different solutions

Participate in Business Game (one session in 01/21)

Tasks and requirements for grading bonus	Assignment	Deadline
Register your group (max. 5 students) on moodle. *	Poll (moodle)	08.11.
Choose your topic and related presentation date (1 out of 5) on moodle ( <b>one member</b> per team, first-come-first-serve). Topics and presentation dates are linked. *	Poll (moodle)	15.11.
Prepare one case presentation (15 min) and discussion questions (5 min) with your group for your selected topic. *	Upload presentation slides (moodle)	11am, <b>one day before</b> exercise
Read cases and be able to discuss in class		Exercise
Participate in Business Game	one session in 01/21	

*\* If you presented and discussed a case study in the winter term 2019/20, you **do not** have to do these tasks again this winter term. You only need to participate in the business game to receive the 0.3 grading bonus.*

All polls are available on moodle **today** (03.11.) **at 5 pm** (Zoom room here stays open)



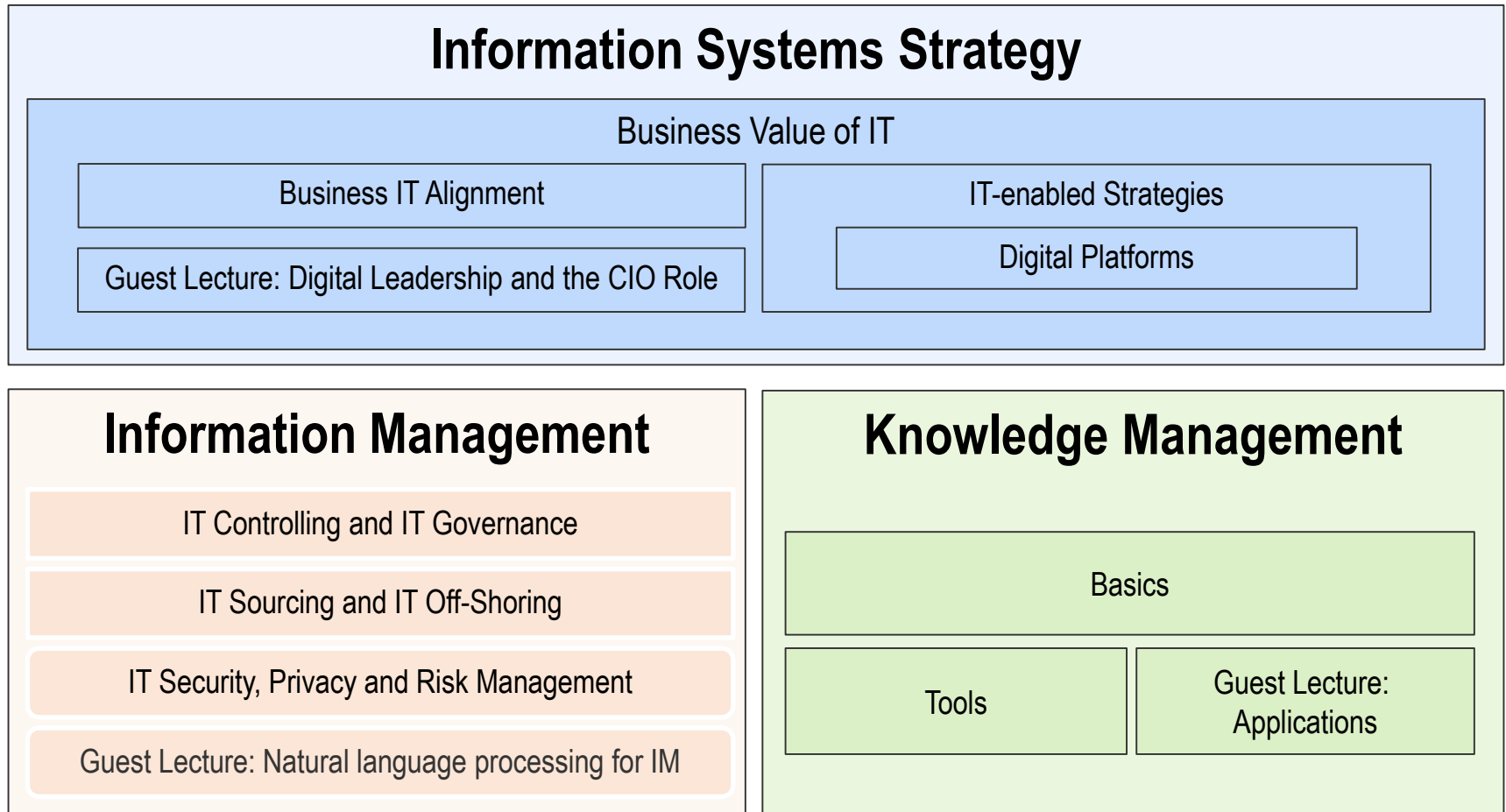
# Lecture Schedule

**Information Systems Strategy**

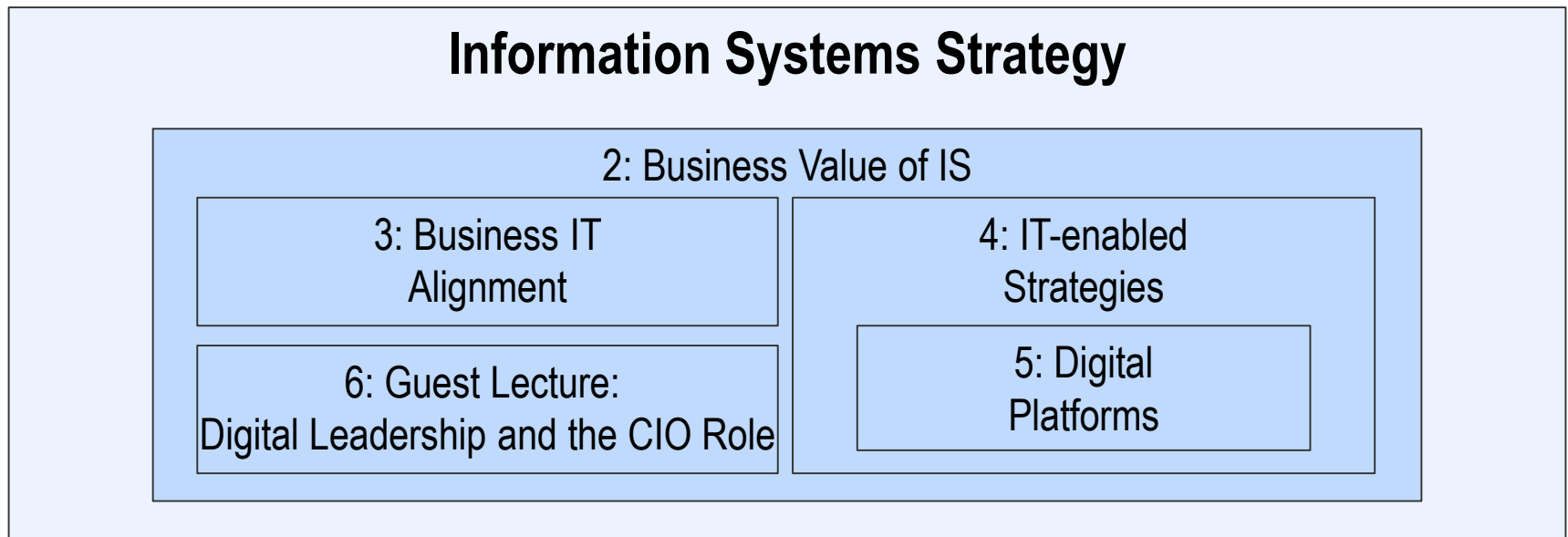
**Information Management**

**Knowledge Management**

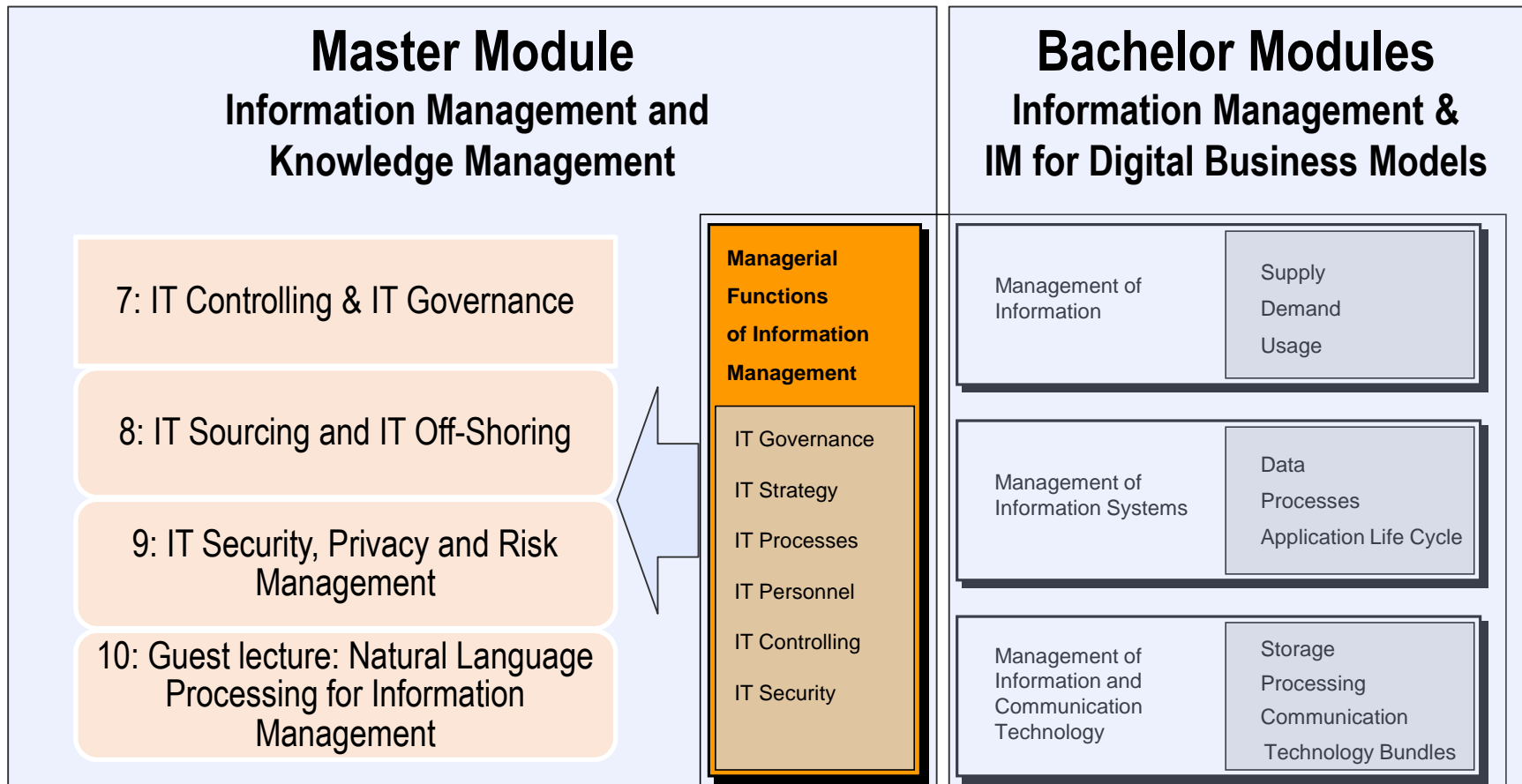
# Lecture Schedule



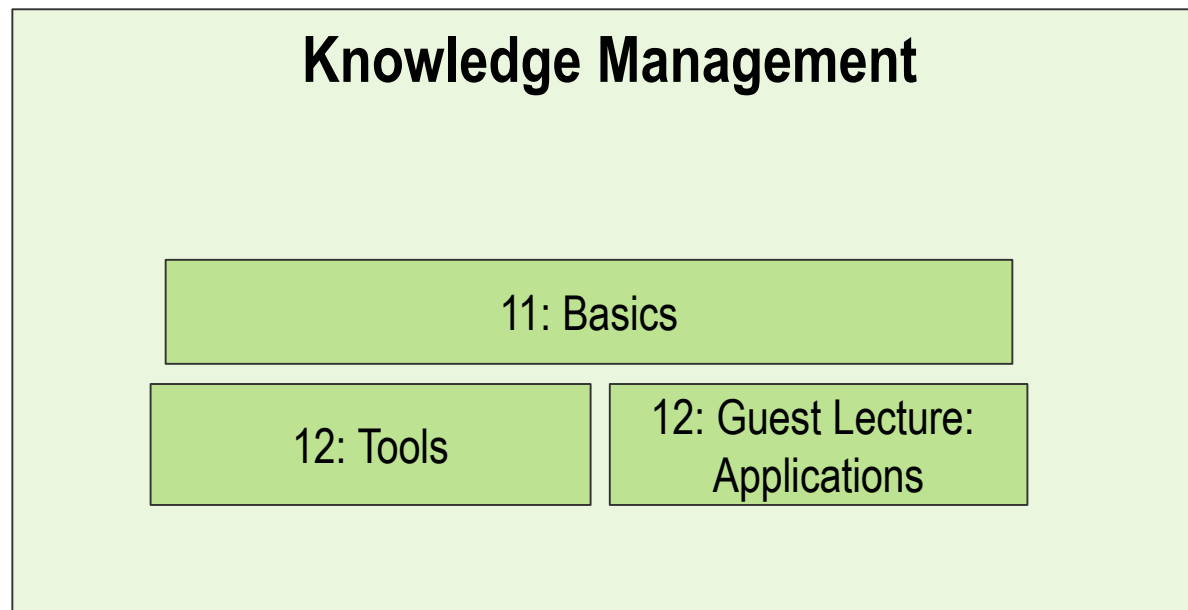
# Information Systems Strategy Lectures



# Information Management Lectures



# Knowledge Management Lectures



# Lecture Schedule

Date	No.	Topic/ Comment	
<b>Tuesday, November 3, 2020</b>	<b>1</b>	<b>Introduction and Fundamentals</b>	
Tuesday, November 10, 2020	2	Business Value of IS	<b>Information Systems Strategy</b>
Tuesday, November 17, 2020	3	Business IT Alignment	
Tuesday, November 24, 2020	4	IT-enabled Strategies	
Tuesday, December 1, 2020	5	Digital Platforms	
Tuesday, December 8, 2020	6	Leadership and the CIO Role (Guest Lecture)	
Tuesday, December 15, 2020	7	IT Controlling and IT Governance	<b>Information Management</b>
Tuesday, December 22, 2020	8	IT Sourcing and IT Off-Shoring	
Tuesday, January 12, 2021	9	IT Security, Privacy and Risk Management	
Tuesday, January 19, 2021	10	Natural Language Processing for Information Management (Guest Lecture)	
Tuesday, January 26, 2021	11	Basics of Knowledge Management	<b>Knowledge Management</b>
Tuesday, February 2, 2021	12	Tools & Applications of Knowledge Management (including short Guest Lecture)	
Tuesday, February 9, 2021	13	Q&A	

# Exercise Schedule

Date	No.	Topic/ Comment	
Friday, November 6, 2020	-	No Exercise (read and prepare case study)	
Friday, November 13, 2020	-	No Exercise (read and prepare case study)	
Friday, November 20, 2020	1	Business Value of IS	<b>Information Systems Strategy</b>
Friday, November 27, 2020	2	Business IT Alignment	
Friday, December 4, 2020	3	IT-enabled Strategies	
Friday, December 11, 2020	4	Digital Platforms	
Friday, December 18, 2020	-	No Exercise (read and prepare case study)	
Friday, January 8, 2021	5	Participation in Business Game	<b>Grading Bonus</b>
Friday, January 15, 2021	6		
Friday, January 22, 2021	7	IT Controlling and IT Governance & IT Sourcing and IT Off-Shoring	<b>Information Management</b>
Friday, January 29, 2021	8	IT Security, Privacy and Risk Management	
Friday, February 5, 2021	9	Basics of Knowledge Management	<b>Knowledge Management</b>
Friday, February 12, 2021	10	Tools & Applications of Knowledge Management + Exam Preparation / Q&A	

# Know your Resources

- **All course material**
  - Lecture Slides & Recordings
  - Guest Lectures
  - Case Materials
  - Case Discussions
  - Reading Material
  - Announcements
  - etc.
- To be found on <https://www.moodle.tum.de> (look for course IN2105)
- **Core Literature:** Krcmar, Informationsmanagement (2015)
  - PDF available for students at (via Shibboleth):  
<https://link.springer.com/book/10.1007/978-3-662-45863-1>

