

# SBWL Information Management & Control



Dr. Everist Limaj  
(Assistant Professor and Coordinator 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**?
- The lectures are ...
  - ... **very current and future-oriented** in particular serving the on-going **business digitalization and transformation** trends
  - ... **research-led** and also highly **relevant for practice**
  - ... **enriched** by presentations from business managers and SBWL alumni

# What we offer ...

- (... or why you should chose this specialization)
  - Advanced **management abilities AND** a profound **knowledge** of **Information Systems (IS)** in a **corporate environment**
  - Assessment and optimization of **performance** of (selected) IS-related **processes and projects**
  - Applicable knowledge concerning the **evaluation and control of IS** in companies
  - The ability to develop and analyse (even) new and innovative approaches in **digitalization of business processes**

# ... what you should bring with you

- (... or how well the specialization fits your interests)
  - Passion for **contemporary technologies** in a **corporate environment**
  - Interest for **corporate challenges** and how they can be addressed and managed with the help an of **Information Systems (IS)**
  - Being open-minded for new and **innovative** IS solutions
  - Interest in **analytical and structured management approaches**
  - 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/Information Security Manager
- IT Project Manager
- Information/IT Quality Manager
- IT Auditor
- IT Risk Manager
- IT Change and Innovation Manager
- IT Strategist
- IT Consultant
- IT Decision Maker

# SBWL - Structure



Semester 1

Semester 2

# Course 1 - Foundations of Information Management and Control

Goal:

Achieve a basic **understanding** concerning the most **important information systems** used in a **business context** as well as **roles** related to IT in companies

- Content:
- Develop a basic understanding concerning **current information technology (IT) and IS/IT services**
- **Corporate Software Systems** on different organizational levels as well as **Operating Systems**
- Common **roles** in the IT department
- **Social issues** of information systems

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**



Goal:

Develop an understanding towards managing the **purchase and/or development of innovative IS services**

- Content:
- **IS/IT processes** of IS purchase and development (based on IT Infrastructure Library - ITIL)
- Performance and **software metrics**
- **IS/IT investments:** cost-benefits assessments, purchase and development risks
- (Open) **IS/IT innovation**

Goal:

Develop a profound understanding on **operational management** of **Information Systems** 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

# Course 5

## Research Seminar

- Final course
- **Different topics (to fit your interests)**
- Preparation for future research projects (e.g., Bachelor thesis)



# SBWL IMC

## Facts & Figures

- Per semester / term
  - **30 students**
  - Duration (min.): **2 semesters**
  - Every course at least **1x** per semester
  - Courses in **English**
    - *Reason: English is the world-wide 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>)*
    - **„PI“ for all courses**
- Acceptance of students **based on average grades** (ranking of all successfully completed ECTS)

- For the German speaking bachelor programs, successful completion of:
  - ✓ STEOP
  - ✓ Accounting and Management Control 1 & 2
  - ✓ Business Information Systems 1
  - ✓ Private Business Law 1
  - ✓ Statistics I
- For the English speaking bachelor program, successful completion of:
  - ✓ STEOP
  - ✓ At least 42 ECTS Credits of the main program phase except 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).

1. **You register** for **ET 0857** (Access to Specialization in Business Administration: Information Management and Control)
2. **We inform** the best 30 students within two work days after the end of the registration phase
3. **Accepted students register** for course 1 of our SBWL (Foundations of Information Management and Control)
  - If there are places left after the PI registration phase, all remaining students will have the chance to directly register for the introductory PI (**first come first serve**)

# Important Dates

The important **dates** for **winter semester 2024/25** are as follows:

- Registration phase (ET 0857)  
**29.08.2024 (14:00) - 03.09.2024 (23:59)**
- Notification of acceptance (via email)  
**05.09.2024**
- Registration phase for accepted students (PI 0625)  
**19.09.2024 (14:00) - 22.09.2024 (23:59)**
- *If free places available (first come first serve):*  
Second registration phase for students on the waiting list (PI 0625)  
**25.09.2024 (starting at 14:00) - 04.10.2024 (23:59)**
- First unit of introductory course 1 (PI 0625)  
**15.10.2024**

# Who we are ...

	<p>Prof. Dr. Edward Bernroider</p> <p>(Chair of Institute)</p>		<p>Peter Virag</p> <p>(Responsible for admission process)</p>		<p>MSc. Anita Neumannova</p> <p>(Teaching and Research Associate)</p>
	<p>ao. Univ.Prof. DDr. Roman Brandtweiner</p> <p>(Vice-Chair of Department)</p>		<p>Dr. Josef Kolbitsch</p> <p>(CIO, WU)</p>		<p>Prof. Dr. Barbara Krumay</p> <p>(University of Linz)</p>
	<p>Dr. Everist Limaj</p> <p><b>(SBWL Co- ordinator)</b></p>		<p>Prof. Dr. Nikolaus Obwegeser</p> <p>(Berner Fachhochschule , Switzerland)</p>		<p>BSc. MA, Barbara Unger</p> <p>(Senior Consultant &amp; Project Manager)</p>



- After finishing the specialization (SBWL)
- **Different 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 mail – providing a possible **topic** (1 page description)
  2. **First meeting** & feedback
  3. Submit **proposal based on feedback**(approx. 5 pages)
  4. **Acceptance or rejection**
  5. Finish your Bachelor thesis within 1 semester

# 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
- Get-together after the talk
  - 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** **vif**

**BM.W.F<sup>a</sup>**  
Bundesministerium für Wissenschaft und Forschung

**WKO**

**iSEEit**

**OESTERREICHISCHE**  
**COMPUTER GESELLSCHAFT**  
AUSTRIAN  
COMPUTER SOCIETY

**ISACA**  
Serving IT Governance Professionals

**DIMOCO**  
building mobile payment worldwide

**Austrian**



- **Maja Pavlovic**
- MSc: Imperial College London (offer from LSE) / Internship: Deutsche Bank
- “My experience with the Institute for Information Management and Control is that of a **highly supportive and collaborative environment**. Several group projects with students and the inherent discussions of relevant literature not only deepen one’s theoretical knowledge but also train invaluable soft skills. Having gained a more profound understanding of innovation management of information systems development has already helped me at my current work experience at the Deutsche Bank’s Digital Factory. Overall, the institute’s instructors provided fast and high quality support throughout the whole specialisation (e.g. single queries, group projects, seminar papers and bachelor thesis). Above all, Prof. Bernroider’s supervision of my seminar and bachelor theses, and tremendous support during my Master applications enabled me to secure MSc offers for the London School of Economics (LSE), Imperial College London and an interview with University College London (UCL).”



- **Stefan Fischer**
- Firma: **Deloitte FSI Advisory**
- Stelle: **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.“



- **Matthias Kollin**
- Firma: **PwC Österreich**
- Stelle: **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 haben.“



- **Milen Ivanov**
- Company: **HILTI AG**
- Position: **Global IT Release Manager**

“Looking back, I can definitely state that the education offered at the Institute for Information Management and Control was a **very good preparation for my current assignment** as a Global IT Release Manager in a multinational company. In my opinion the importance of IT governance will grow more and more for all enterprises, which aim for **efficiency and productivity of their IT processes**, and face a demanding business environment.”



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

[wu.ac.at/imc](https://wu.ac.at/imc)



# Questions?



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