



**WITTENBORG**  
University of Applied Sciences

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# Information Management

## Introduction

Students following the Bachelor of International Business Administration (IBA) programme, specialised in Information Management, will learn about the area of international business and management that is vital to the successful operation of companies and organisations, around the world. The organisation and management of company and government information. Information Managers are the key to success in many companies around the world.

The world of company and organisation management is becoming increasingly reliant on the optimal and structured use of information technology, and the management of information. Business administrators need to understand and use technology that gathers and provides information within a local, national and global environment, and industry requires managers who are able to distil and recognize patterns in that information, and who can apply those analyses to achieve business objectives.

If the world of technology, information, internet, and cutting edge IT solutions appeals to you, and you want to excel by using your skills of management, leadership and decision making, then the programme Business Administration in Information Technology is your field!

## Course Content

The programme looks at the management of information, the impact of databases and information retrieval on companies and businesses. The programme also deals with the company's management of software and the implementation of networks in SMEs.

Second year students specialising in Information Management will be introduced to the course Open Source Software Concepts. This course is about understanding the pros and cons of implementing open source software and the legal implications of employing such software. Students taking this course should eventually be able to examine the use or publishing of software under a license that create obligations and their consequences.

The course CRM & Software Retrieval outlines the key concepts of Customer Relationship Management and its significance for organisations in gaining competitive advantages. The objective is to develop students' practical skills in applying Customer Relationship Management principles to analyze customer data and create solutions for a specific business.

During the final year students will follow Network's in SME's

Students whom succeed in this course will have an understanding of the concepts of Network Fundamental, Routing Protocols and concepts, LAN switching and Wireless, and accessing the WAN. They will have a solid understanding of data communications and networking principles including telecommunications technologies, hardware and software.

## Industry & Careers

In the modern company, the CIO has now generally become the second most important manager, because of the huge fundamental impact that Information Technology has made on business practices, processes and working environments.

Companies can no longer operate successfully without a secure and well-designed Information Management Policy. Business Administrators must be in firm control of these key areas of their company, and of each department, which includes all personnel working in the team.

The career prospects for an Information Management specialist remain excellent in the ever changing world economy, and students have joined corporations such as Sun Microsystems and Microsoft, however many graduates have also found management and leadership positions in SME's as information officers.