



Chair of General Management and Information Systems

Prof. Dr. Armin Heinzl

05.09.2016



UNIVERSITY OF MANNHEIM
BUSINESS SCHOOL

Outline

- Overview of the Chair
- Research Foci & Methods
- Teaching
- Master Thesis
- Q & A

Excerpt of Courses Offered by the Chair:

ID	Course Name
IS 510	Process Management
IS 512	IT Management in the Digital Age
IS 513	Applied IT Management in the Digital Age
IS 613	Applied Project in Design Thinking and Lean Development
IS 614	Corporate Knowledge Management
IS 615	Design Thinking and Lean Development in Enterprise Software Development

Team

Chairperson:



Prof. Dr. Armin Heinzl

- Information Systems Outsourcing and Governance
- Business and Software Development Processes
- Information Behaviour

Assistant Professors:



Dr. Thomas Kude

- Cooperation and coordination in the software industry
- Global software development
- Coordination of software development teams



Dr. Kai Spohrer

- Team Learning in Software Development
- Globally Distributed Software Development
- Evolution of Routinized Software Development Techniques

Office:



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Adjunct Lecturers and Researchers:



Dr. Tobias Hildenbrand

- SAP AG
- Lecture: Design Thinking and Lean Development in Enterprise Software Development



Dr. Michael Grebe

- Partner, The Boston Consulting Group
- Lecture: Banking und IT-Management (Bachelor)

Team

Research Assistants and PhD Students :



Okan Aydingül

- IS in Healthcare
- (Clinical) Decision Support Systems and Group Collaboration
- Application Development



Tilmann Neben

- Human Information Behavior
- Neuro Information Systems (Neuro IS)



Saskia Bick

- Agile Software Development
- Dependency Management in Large-Scale Software Development



Anna-Maria Seeger

- Online Behavior
- User-centered Design
- User Experience



Jens Förderer

- Digital Product Innovation



Aliona von der Trenck

- Affect and Emotions in IS
- Human Information Behavior



Nele Lüker

- IT Consumerization
- Cloud Computing
- BYOD

Research Foci

- IT sourcing and cloud computing.
- IT as an enabler of transformative business processes and models.
- Human information behavior and NeuroIS.

- IT sourcing and cloud computing.
 - Software sourcing modes (on-demand (SaaS) vs. on-premise enterprise systems).
 - Business process outsourcing and offshoring.
 - Decision support for software offshoring.
 - Cloud computing on the business process level (CloudMallsBW).

Research Foci

- IT as an enabler of transformative business processes and models.
 - Software industry:
 - Agile software development processes and agile software development teams (lean@SAP).
 - Innovation and coordination in software platform ecosystems.
 - Healthcare industry:
 - Optimizing medical treatment processes (M2OLIE = Mannheim Molecular Intervention Environment).
 - Multi-agent based patient scheduling.

Research Foci

- Human information behavior and NeuroIS.
 - Information avoidance behavior.
 - Information hiding and sharing behavior.
 - Information stopping behavior.
 - Use of neuro-physiological methods (e.g. eyetracking, galvanic skin response, corrugator muscle activation, etc.).

Research Methods

- Empirical research
 - Reflective / explanatory.
 - Theory development / theory testing.
 - Quantitative and qualitative empirical studies.
 - Case studies.
 - Laboratory research.
- Constructive research (Design Science)
 - Normative / utility-generating.
 - Technology development and evaluation.
 - Design artifacts = models and software prototypes.
 - Evaluation (Case and field studies, controlled experiments).

Teaching

- **Goal:** Students should be educated as cross-functional and systemic thinkers to be able to
 - evaluate task-technology fit to enable digital transformation,
 - conceptualize and design innovative and effective digital solutions, and
 - initiate and evaluate technical realizations.
- **Relevant skills:**
 - Conceptual ability to combine the functional, data, and process view in the analysis and design of IS.
 - **Integrative view:** Profound understanding of digital problems and knowledge about specific solutions.

Course Overview

Course Overview		
Business Informatics and Business Administration		
	Fall Term	Summer Term
BSc	Wirtschaftsinformatik I	Integrated Information Systems (B.Sc. BWL)
	Integrated Information Systems (B.Sc. Wifo)	
	Banking und IT-Management	
	Bachelor Seminar	
	Bachelor Thesis Kolloquium	
MSc	Corporate Knowledge Management	Process Management
	Design Thinking and Lean Development in Enterprise Software Development	IT Management in the Digital Age
	Applied Project in Design Thinking and Lean Software Development	Applied IT Management in the Digital Age
	Master and Diploma Seminar	
	Master/Diploma Thesis Kolloquium	
PhD		Information Systems Theories

Course Overview

MSc	Corporate Knowledge Management	Process Management
	Design Thinking and Lean Development in Enterprise Software Development	IT Management in the Digital Age
	Applied Project in Design Thinking and Lean Software Development	Applied IT Management in the Digital Age
	Master and Diploma Seminar	
	Master/Diploma Thesis Kolloquium	

IS 614 – Corporate Knowledge Management

- **Lecturer:** Dr. Kai Spohrer.
- **Lecture:** Fall term 2016.
- **Content & Learning Goals:**
 - Thorough understanding of the role of information technology in supporting the identification, acquisition, organization, storage, distribution, and use of knowledge.
 - Acquire a repertoire of analytical concepts regarding the strategic planning, architectures, implementation, and evaluation of integrated knowledge management systems.
- **Recommended:** -.
- **Assessment:** Written exam (80%) and Group work (20%).

IS 615 – Design Thinking and Lean Development in Enterprise Software Development

- **Lecturer:** Dr. Tobias Hildenbrand.
- **Lecture:** Fall term 2016.
- **Content & Learning Goals:**
 - Issues and challenges involved in enterprise software development.
 - Apply large-scale agile development based on lean principles.
 - Apply Design Thinking and other innovation practices.
 - Business models for software companies and products.
 - State of the art software engineering methods and tools.
 - Understand and explain particular success strategies recommended by practitioners.
 - Understand and practice how to launch a start-up and scale a software company.
- **Recommended:** IS 613.
- **Assessment:** 80% final exam, 20% group work.

IS 613 – Applied Project in Design Thinking and Lean Software Development

- **Lecturer:** Dr. Tobias Hildenbrand / Christian Süssenbach.
- **Lecture:** Fall term 2016.
- **Content & Learning Goals:**
 - Collaboratively develop a concept, design and software to solve a real world problem in a student development team environment.
 - Experience the difficulties in a practical setting.
 - Improve the ability to work in teams.
 - Get to know SAP HANA Cloud Platform.
- **Recommended:** IS 615.
- **Assessment:** Software development term project (100%).

IS 513 – Applied IT Management in the Digital Age

- **Lecturer:** Dr. Michael Grebe / Prof. Dr. Armin Heinzl.
- **Lecture:** Fall term 2016.
- **Content & Learning Goals:**
 - solid know-how regarding:
 - Intelligent demand management
 - Application and data architecture
 - IT infrastructure
 - Organization and workforce management
 - Business/IT governance and lean IT processes
 - Sourcing and location setup incl. vendor and partner management
 - The lecture addresses key challenges that IT management is facing today.
- **Formal:** IS 511 or IS 512.
- **Assessment:** Written test (70%), Case study (30%).

IS 510 – Process Management

- **Lecturer:** Prof. Dr. Armin Heinzl.
- **Lecture:** Spring term 2017.
- **Content & Learning Goals:**
 - Recognize the significance of process management.
 - Model and analyze business processes by using particular techniques and tools.
 - Define the structure of processes in a semantically precise way.
 - Examine the (dynamic) behavior of objects in processes.
 - Improve the design of processes.
 - Four sessions of **complementary exercises** will be offered to emphasize the method background.
 - Business case **workshop with Boston Consulting Group**.
- **Recommended:** -.
- **Assessment:** Written exam (80%) and Group work (20%).

- **Lecturer:** Prof. Dr. Armin Heinzl.
- **Lecture:** Spring term 2017.
- **Content & Learning Goals:**
 - Profound insights into information systems and information technology management.
 - Evaluate and initiate strategic IT initiatives and understand the role of the Chief Information Officer.
 - Business / IT Alignment and Strategic IT Planning.
 - Governance frameworks, IT (de-)centralization and the role of the CIO.
 - The IT sourcing decision, hybrid arrangements, and offshoring.
 - IT controlling and IT risk management.
- **Recommended:** -.
- **Assessment:** Written exam (100%).

IS 712 – Master Seminar

- **Lecturer:** Prof. Dr. Armin Heinzl and research assistants.
- **Content & Learning Goals:**
 - Basic knowledge on the principles of academic writing.
 - Ability to independently and systematically explore a research topic.
 - Improve presentation skills in the seminar session.
 - Formal prerequisite for a master thesis in the area IS (!).
 - Should be completed at the IS chair where you want to write the master thesis, although seminars from other chairs in the area IS are accepted.
- **Recommended:** -.
- **Assessment:** Seminar paper (70%), Presentation (20%), Discussion and Participation (10%).

Master Thesis

- You are welcome to develop **your own research topic**.
- Topics developed out of a practical problem from **industry** are supported.
- Topics **have to align with the research interests** of the chair department and meet scientific standards.
- Development of a topic:
 - What am I interested in? Develop a conceptual idea.
 - Talk to an assistant at the chair. Look at her/his research interests on the web.
 - Refine the concept idea and develop a thesis proposal (research problem, research objective, research method).

Master Thesis (recent and current examples)

- Platform Governance Mechanisms and Their Effect on Platform Performance
- Platform wars - IT ecosystem strategies for platform migration and dethronement
- The Effects of Envy on Information Behavior in Online Social Networks
- Developing a New Framework for Knowledge Bases to Improve Clinical Decision Support Systems
- Process Mining – Comparison and analysis of different process discovery techniques
- The influence of shared mental models and transactive memory systems on coordination in multiteam systems
- Wearable Technologies in Retail - How smart glasses can improve selling skills of sales employees in physical stores
- Software Sourcing Innovation - A Multi-Dimensional Model of Key Antecedents
- Antecedents of knowledge hiding in organizations. A factorial design study
- Leveraging Feedback of Cloud-Based Solutions in an Agile Setting to Increase Business Value of Standard Enterprise Solutions
- Digitalized Services in the Software Industry: Creation of a Self-Service Web Shop Configurator Prototype
- The Effects of Envy on Information Behavior in Online Social Networks
- Exploring Structural Changes in Agile Multiteam Systems and Their Effects on Expertise Coordination - A Qualitative Case Study

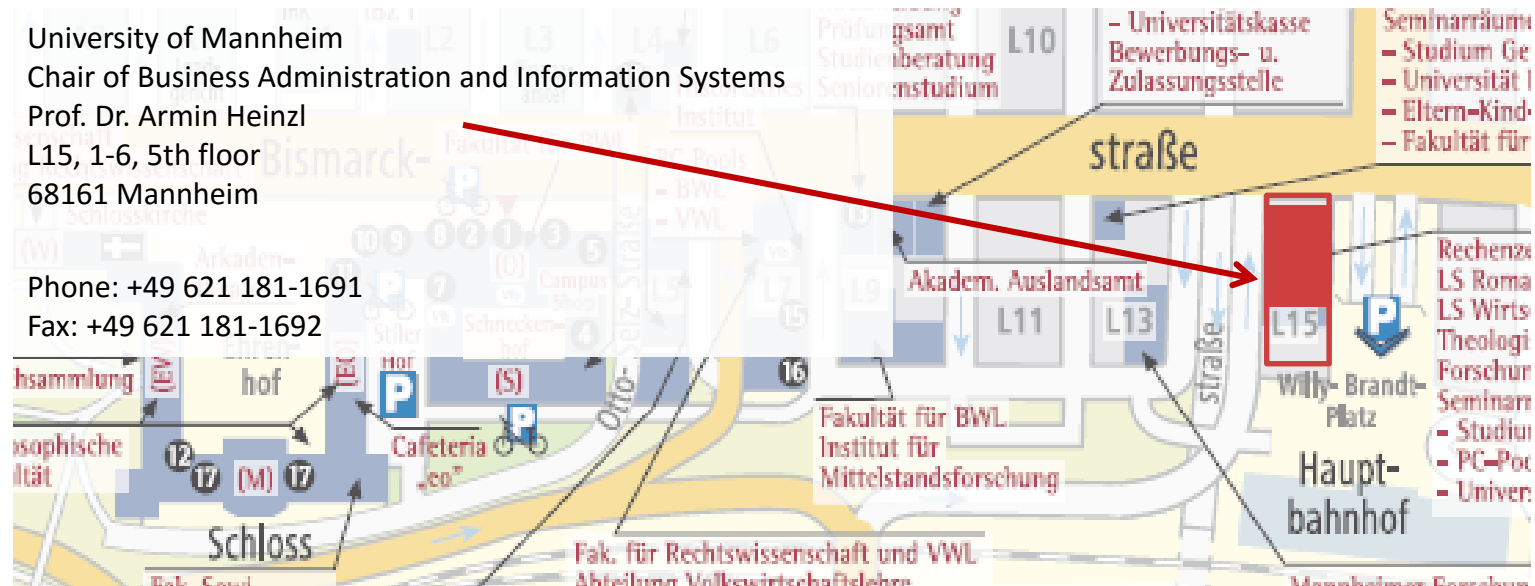
Further Information

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Questions?

Thank you for your attention!

We are looking forward to see you!