IS 513 - Applied IT Management in the Digital Age – Syllabus & Agenda

https://wifo1.bwl.uni-mannheim.de/de/teaching/fall_2017/masters_program/applied_it_management_in_the_digital_age_is_513/

Lecturer: Dr. Michael Grebe, Senior Partner at the Boston Consulting Group
6 ECTS - Written exam (70%) and Case study (30%)

In the digital age, the IT function & technology is at the core of most business models. IT management today is challenged by fast technological change, new digital opportunities, growing cost pressure, increasing business and regulatory requirements. This lecture discusses IT management in the banking industry where IT is a key success factor.

Students will get a solid understanding of the following topics
- Introduction to Banking and the role of IT
- Digitalization Trend
- IT sourcing in a Digital Age
- IT Cost Management
- IT Workforce Management
- Discussion of future IT Trends

Reading material (click links to download the articles)
- Designing the Tech Function of the Future, BCG article, July 2017
- Beyond the Hype: The Real Champions of Building the Digital Future, BCG article, July 2017
- A CEO's Guide to Leading Digital Transformation, BCG article, May 2017
- Leaner, Faster, and Better with DevOps, BCG article, March 2017
- Simplifying IT to Accelerate Digital Transformation, BCG article, April 2016
- Recasting IT for the Digital Age, BCG report, March 2016
- Digital-era Change Runs on People Power, BCG report, August 2017

Agenda

1. Introduction to Banking (80min)
- The Role of Banks
- Banking Segments and Revenue Pools
- Profit and Loss Statement of Banks
- The Banking Sector in Germany
- Bank Regulation & Compliance
Break

2. The Digitalization Trend (105 min)
- Digital Transformation
- Digital Transformation in Banking
- Digital House in Banking
- Digital Transformation Case Studies
Break

3. IT Sourcing Trends in the Digital Age (60min)
- IT Sourcing Trends and Landscape
- IT Strategy and Sourcing Types
- IT Outsourcing Approach and Example
- IT Sourcing in the Digital Age
Lunch Break

4. Case Study "IT Sourcing in the Digital Age" (75min)
- Introduction
- Case Study Description
Break

5. IT Industrialization as a Success Factor for Digitalization (75min)
- Presentation
- Discussion
Wrap Up

6. Tech function of the future I (90min)
- Data & Digital Platform
- Agile development
- Business partnering of the Tech function
Break

7. Tech function of the future II (90min)
- Tech & engineering capabilites
- Effective steering and collaboration
- Product & service technology to be close to the customer & business
Lunch Break

8. Case Study Presentation A (90min)
Break

9. Case Study Presentation B (90min)
Break

10. Wrap Up and Exam Preparation (45min)
- Summary of the lecture
- Exam focus topics
- Questions and Answers