



WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

› **POSTGRADUATE CERTIFICATE
IN MANAGEMENT**
EMERGENT BUSINESS TECHNOLOGIES



**JOINT
EXECUTIVE
PROGRAMME**
Germany –
New Zealand

wissen.leben
WWU Münster



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato



› WELCOME

We are pleased to be working with the University of Waikato Management School in Hamilton, New Zealand, to bring you this joint Postgraduate Certificate in Management (Emergent Business Technologies) programme. This is an executive programme that will help you get up-to-date with the technology and technological advancements that are happening today and to keep up with them in the future.

Both institutions have a long tradition and experience in successful executive education and have run AACSB-accredited programmes for many years. This joint programme will for the first time bring diverse viewpoints and IT aspects together and will foster an intensive and truly world-wide dialogue between participants from either side. Gain an overseas qualification without leaving the country and interact with today's New Zealand business leaders.

This brochure presents the basic study organization and introduces the various teaching blocks of the programme. We hope that it will rise your interest and that we will soon be able to welcome you as a participant.

Stuart Dillon and Gottfried Vossen

EMERGENT BUSINESS TECHNOLOGIES



› CONCEPT

Life-long learning in the area of Information Technology is a big challenge especially for managers and executives. New developments emerge at an increasing pace, and the areas in which this happens are both manifold and relevant for every business, from Web search, data mining and business intelligence to social media, cloud computing, big data and mobile devices of various kinds.

More so than ever before is it important that the managers of businesses of all sizes are aware of these developments and the impact they may have on them. In an increasingly globally connected operating environment, many businesses can no longer choose whether to adopt technology; the issue is when and how to adopt.



› TARGET AUDIENCE

This three dimensional programme has been designed for those working in middle to upper management in business, in industry, in the service or the commerce sector or government, with several years of work experience. Participants will typically come from enterprises for which information technology (IT) is not their core business, nevertheless a crucial business aid for which they have to make investment or sourcing decisions.

GOALS OF THE PROGRAMME:

- › Explore the vast array of new technologies that are available to businesses today.
- › Identify the important managerial considerations associated with contemporary technologies.
- › Familiarise participants with ways to approach new technologies and to make use of them.
- › Develop practical skills in Business Process Modelling using a real-world Web-based application.
- › Contextualise the programme learning's within a specific organisational context.

Participation in this programme is restricted to no more than 10 people in New Zealand, as well as no more than 10 people in Germany, in order to assure sufficient levels of international interaction, while at the same time making sure that local cooperation is not compromised.



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› SCIENTIFIC DIRECTORS



PROF. DR. GOTTFRIED VOSSEN

is a Professor of Computer Science in the Department of Information Systems at the University of Muenster in Germany, a Fellow of the German Computer Science Society, and an Honorary Professor at the University of Waikato Management School in Hamilton, New Zealand.



DR. STUART DILLON

is a Senior Lecturer and Chairperson of the Department of Management Systems at the University of Waikato Management School. He is a member of the Professors and Heads of Information Systems New Zealand (PHISNZ).

Additionally other lecturers and practitioners, who are experts in their respective fields, will be involved in teaching the program.

“Emergent Business Technologies is a program that many have been waiting for, and the dual-end setup between Germany and New Zealand makes it outstanding.”

Dr. Frank Schönthaler, CEO, PROMATIS software GmbH, Ettlingen, Germany

› ORGANIZATION AND PLAN OF STUDY

The programme will start on 27th January 2015 and run over a period of 6 to 8 months. It will consist of in-class lectures, on-line and off-line discussions, working groups comprised of participants from Germany or from both countries and individual work on cases and presentations.

Each module will have 3 or 4-day intensive face-to-face teaching blocks. These classes will be breakfast as well as evening classes, so that participants from Germany and New Zealand can attend them together through a modern teaching and collaboration platform. Participants' presence will be requested for these classes.



University of Waikato

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MODULE 1: EMERGENT TECHNOLOGIES

This module will present a range of relevant, recent technological developments that should be considered by businesses today. Some of these may be familiar to you, others will not.

The focus of this module will be on describing the technologies themselves and presenting the opportunities they provide.

This module includes but is not limited to:

- › An awareness of key recent technological advances in the likes of cloud computing, social media, mobile technologies, and big data technologies and how they might be used in the modern enterprise.
- › An ability to perform a SWOT analysis regarding the adoption of these technologies to various situations.
- › A managerial understanding of the value of a range of contemporary technologies and an ability to articulate that to others in a non-technical way.

MODULE 2: MANAGERIAL ISSUES

This module will investigate the strategic impact of emerging technologies for organisations as well as managerial issues associated with an adoption of these technologies. You will learn about strategic as well as tactical decision making regarding modern information technology, e.g., on whether to adopt cloud sourcing or the pros and cons of a BYOD strategy.

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The module will also familiarise you with relevant IT standards, with standardised service procedures and with the basics of tools and techniques that are readily available for IT strategy development in and for the modern enterprise. A strong case study focus will be employed in this module.

Issues to be discussed include:

- › Cloud adoption and security issues: What should businesses consider? How can they decide whether or not to move to the cloud? What would be a reasonable strategy? How to avoid cloud washing? What needs to be considered regarding security? How can my cloud applications and data be protected?
- › Big Data analytics: How to exploit Big Data scenarios for the benefit of my business? What is a reasonable Big Data architecture (beyond a data warehouse)? Should I do it in the cloud?
- › Social media data: How to handle the big data produced in and by social media today? How to distinguish relevant from irrelevant data? How to measure the value of a social media presence?
- › Business Intelligence: Which adaptations need to be made to our BI processes?
- › IT Decision Making and Strategy: Bring Your Own Device (BYOD) vs. Company Owned, Personally Enabled (COPE).



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MODULE 3: BUSINESS PROCESS MODELLING

Adoption decisions regarding any of the technologies discussed in Modules 1 and 2 will have an impact on the business processes that your company is running. The goal of this module is to study this for a fictitious enterprise that is operating internationally. After an introduction to Business Process Modelling (BPM) as a holistic approach to view an enterprise and the well-tested Horus methodology for performing BPM, you will participate in a live social BPM lab that allows performing a collaborative online project.

Various tasks will be assigned to teams consisting of participants in New Zealand as well as Germany and will include:

- › An introduction to business process modelling as a discipline, its role and importance in the enterprise.
- › An introduction to business process models (with an emphasis on BPMN and Petri nets).
- › An introduction to the Horus Business Process Modelling Method and to the Horus Business Modeller software tool.
- › The use and benefits of a Social BPM Lab through personal experience.

MODULE 4: ACTION RESEARCH CAPSTONE PROJECT

The capstone project is expected to cement the key learning from the three modules through a real life project implementation. Your project will develop a technology adoption plan for an organisation of your choice. This will include a proposal for the adoption of appropriate emergent technologies, proposals for changes to relevant policies or procedures to take advantage of emergent technologies, and the modelling of a specific business process that will undergo significant change as the result of an emergent technology adoption.

This includes:

- › Modelling and design of the respective business processes,
- › An analysis of the strength, weaknesses, opportunities, and threads within the organisation for the core topics of the entire course, i.e., cloud computing, business intelligence, big data, and a use of social media both internally and externally.

“This international program allows for unusual insights into business perspectives from two opposite ends of this planet and the IT technology challenges both are confronted with. It hence closes an important gap in executive IT education.”
 Prof. Dr. Peter Liggesmeyer, Technical University Kaiserslautern,
 Director of Fraunhofer Institute for Experimental Software
 Engineering (IESE), Kaiserslautern, Germany,
 President of the German Computer Science Society (GI)

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› THE DEPARTMENT OF INFORMATION SYSTEMS AT THE UNIVERSITY OF MÜNSTER

The Department of Information Systems (IS) at the University of Münster is considered to be one of the largest and most respectable IS departments in Germany. Periodic national rankings attest to the excellent reputation of the Department. The goal of the Department is to offer a thorough internationally applicable education at the intersection of Economics, Computer Science and Business Administration.

› AS AN APPLICANT, YOU MUST HAVE:

- › Evidence of tertiary* or relevant professional qualification
- › At least five years' work experience – this could include people, project or functional management experience
- › A CV that outlines your employment history including previous job titles, responsibilities and duration of contract
- › Three written referees' recommendations (e.g. employer)
- › Proof of mastering English

** Requirements for an undergraduate degree may be waived if applicant can demonstrate substantial governance experience with evidence of relevant tertiary study.*

› PARTICIPATION FEE

The fee for the EBT programme is 6,500€. This includes participation in the programme, extensive courseware and catering during the daily sessions in Münster. Travel costs and expenses for overnight accommodation are not included. The program is exempt from VAT (§ 4 Nr. 21 (bb) UStG).

› APPLICATION AND CONTACT

Details, further information and the application form in pdf can be found under the following link:
www.wwu-weiterbildung.de/EBT

The application form including the required documents should be sent to the address below:

University of Münster
WWU Weiterbildung gemeinnützige GmbH
Emergent Business Technologies
Königsstr. 47 | 48145 Münster

For more details please contact:

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› IMPRINT

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