

Fachhochschule Köln  
Cologne University of Applied Sciences

# Information Management and Business Studies

Bachelor of Science

institut für  
Informationswissenschaft





„The ability to take data - to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it - that's going to be a hugely important skill in the next decades, not only at the professional level but even at the educational level for elementary school kids, for high school kids, for college kids. Because now we really do have essentially free and ubiquitous data. So the complimentary scarce factor is the ability to understand that data and extract value from it.“

Hal Varian, Google's chief economist on the challenges of the web

## Information on the degree course

This brochure aims to provide answers to questions generally posed by prospective students of Information Management and Business Administration, B.Sc.

The increasing importance of information and data sources within organisations requires well-educated information specialists to research and manage these. The Information Management and Business Administration, B.Sc. course teaches skills related to the handling of all kinds of internal and external business information, and provides students with the ability to process these using methods from information science and Business Administration.



## Enrolment

Since the beginning of the 2007/08 winter semester, the Institute for Information Science, part of the Faculty for Information and Communication Studies, has offered a bachelor degree course for the training of information scientists. Lectures start each September.

## Admission Requirements

Prospective students require a certificate from a College of Higher Education, A-levels or a similar qualification (e.g. International Baccalaureate) in order to apply for a course at the University of Applied Sciences

Apart from the required qualifications, prospective students are in need to complete a four-week work placement at an organisation involved in information science, in a corporate information department or within an organisation of their own choosing where they work in an information oriented field.

The placement should provide students with an insight into the kind of tasks information professionals face on a daily basis in a work environment.



## Dates and lengths of semester

Each semester runs for six months. The lectures take place over the course of about five months.

- *Winter semester*  
01 September  
to 28 February
- *Summer semester*  
01 March  
to 31 August.

The closing date for application to the undergraduate information science course is on July 15th each year. Courses start in the winter semester only. Admission to the course depends on the local selection process.



## Course information

### *General notes on the undergraduate degree course*

The undergraduate course in information science and Business Administration enables graduates to undertake independently information-related tasks within and outside of companies.

Planning information processes in a business environment, developing information content efficiently, and reutilising archived information is increasingly becoming a necessary requirement to success in business and in the public sector.

The information economy permeates all tasks and functions within production, administrative and marketing departments of businesses and public institutions.

The aims and content of the degree course are guided by the following principle: “efficient handling of information”.

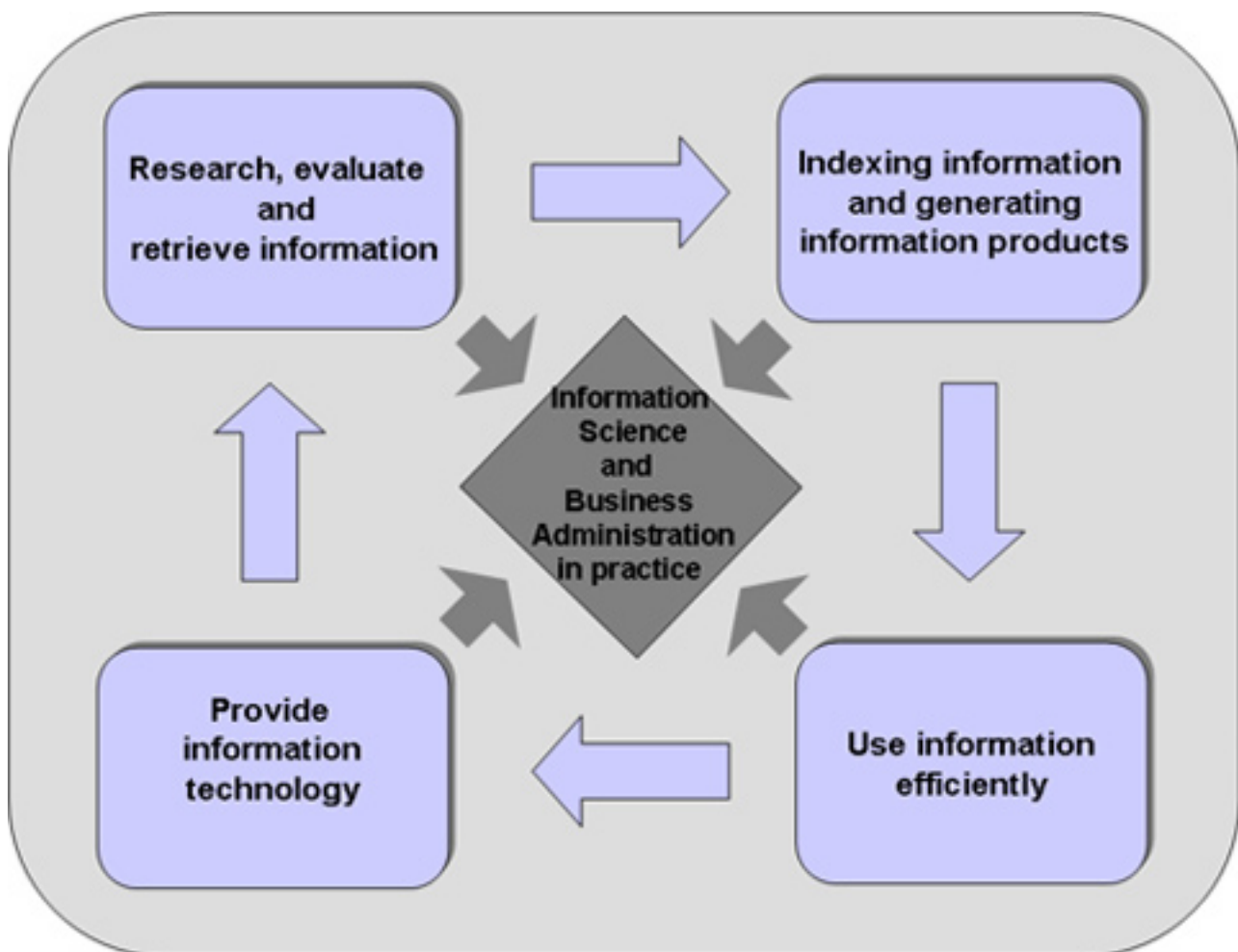


## Course Informationen

### *Aims and guiding principles of the undergraduate course in information science*

The course achieves its specific vocational aspect by combining the subjects of business studies, information science and information technology in its practical approach to teaching. The prospective information specialists' main tasks

lie in the efficient retrieval of information by all means and in its conversion into information products. This is achieved by using resources made available through information technology.





## Course Information

### *Important course features/degree classification*

After successfully completing your studies in information science, you will be awarded a Bachelor of Science honours degree.

The emphasis of the course lies in the area of economics. Slightly more than half the teaching programme is comprised of topics dealing with this subject, such as accountancy/financial controlling, business management, information marketing and information law. The subject areas of information science and information technology take up around a quarter of the degree course. Within the subject of information science, courses on offer include information

retrieval, knowledge management, electronic publishing or business information resources.

The course is completed in six semesters, including a practical project in the fourth semester. The course is limited to an intake of 45 students. The Bachelor of Science degree replaces the diploma course in information science and Business Administration.



## Course Information

### *Required skills and desirable interests*

What should you, as a future information scientist bring to the course?

You are expected to have adequate knowledge of mathematics, informatics, economics or languages. English in particular plays an important role in the work of an information scientist.

You should show a considerable interest in questions relating to business economics and developments in information technology and their impact on the business environment.



## Information Science and Business Administration course modules

### **A** Research, evaluate and retrieve information

- Quantitative and qualitative development of databases, statistics
- Information Services
- Business information resources
- Sector and industry information

### **B** Indexing information and generating information products

- Indexing and organisation of knowledge
- Content utilisation
- Information retrieval
- Research techniques
- Automatic indexing

### **C** Efficient use of information

- Information markets
- Information marketing and information law
- Operational information management
- Corporate communication and knowledge management
- Management Skills

### **D** Provide information technology

- Data processing and information systems
- Data structures
- Software development and electronic publications
- Data structuring and databases
- Data modelling, data formats, meta data, document management systems



## Module des Studiengangs Informationswirtschaft

### **E** Practical information science

- Developing information products
- Human-computer interaction
- Visualisation of information spaces
- Content management
- Technologies on the internet
- E-Business
- Web-mining and user-profiling

### **PP** Practical Project

- Planning and organisation of the practical project phase
- Project management
- Interim report on the practical project
- Presentation and evaluating of the practical project

### **PRJ** Information science project

- Information science project part I
- Information science project part II

### **BA** Thesis

- Writing the final thesis



## Postgraduate courses

Upon completion of the undergraduate course in information science, it is possible to choose from several different postgraduate courses. The Institute for Information Science itself offers a Master Course on Market and Media Research.

This postgraduate course teaches methods required for empirical market and media research, with particular emphasis on online research tools. Within the course, emphasis is placed on empirical methodology and applied research, especially in the digital environment.

Alternatively, students can take up postgraduate courses at other universities: "Masters in Information Science and Speech Technology" (Heinrich-Heine University, Düsseldorf), "Masters in Marketing, Services & Communication Management" (University of St Gallen/Switzerland), "Master of Arts in General Management" (University Witten/Herdecke), "Master of Business Administration" (Furtwangen University of Applied Sciences), "Masters in Knowledge Management" (Hannover University of Applied Sciences, Chemnitz University of Applied Sciences), "Information Systems & Services" (Stuttgart Media University).

Admission to a postgraduate course is decided by the respective university



## Typical career choices/fields of activity

During your studies you will be taught specific and multi-disciplinary skills. Through its practical approach, the course prepares students for tasks within organisations which require the application of information products to achieve business objectives.

The skills acquired by information scientist prepare them for a broad range of career possibilities:

- Information researcher/information broker
- Documentation officer/indexer
- Information scientists at database vendors
- Developer of information products
- Knowledge Manager
- Managerial positions in companies, e.g. in marketing, logistics, financial controlling

**SONY**



Dominik Ebber

Company: Sony Computer Entertainment Europe Ltd. in London, UK

Position: German Community Coordinator

I am responsible for looking after and promoting the German Sony community, as well as for ensuring a customer friendly service for users in forums, on web sites and on online games. I am involved in preparing reports, based on monitoring Sony's web presence. These enable us to respond to customer demands, as well as to criticisms and innovations from the community. Reports are passed on to the relevant departments (e.g. marketing, research and development). In addition, my tasks include moderation and monitoring of the user forums and user generated content, such as pictures and videos, which are uploaded on to Sony websites or within online games. Further tasks include the localization of applications, such as Playstation's online shop, translating newsletters and placing announcements in the Sony forums.



## Information Science in Practice



Evrin Sen

Company: Infospeed GmbH

Position: Managing Director



During my studies I worked for a management consultancy. As soon as I graduated, I took the opportunity to launch my own company. We develop web solutions and market our web knowledge to large enterprises such as Ford, Drillisch and Deutsche Telekom.



Eva Barkley

Company: Deutsche Bahn AG / DB Systems

Position: Trainee

I work in the purchasing department of Deutsche Bahn AG, where I am responsible for IT services. In our department, IT services which cannot be supplied internally, such as consultants and programmers are purchased for the whole of Deutsche Bahn's operations. We work closely with DB Systems, the IT service company for Deutsche Bahn AG. Some of my tasks include preparing Europe-wide tenders and contracts, attending contract negotiations, as well as providing customer support within the DB Group. During the course of the training period, which lasts a year, trainees acquire the responsibility for each of these tasks in turn. The training programme includes periods in several group departments, in order to get to know the business through different project assignments.



## Information Science in Practice



Marco Alcaraz-Schneider

Company: Linde Material Handling Iberica S.A

Position: Product Manager



Part of my work for Linde consists in analyzing and developing project proposals for rental and second-hand fork lift trucks in Spain and Portugal. For example, one of my tasks was to establish why in the last six months several variable cost entries in the break-even analysis were noticeably higher than in the last two years. Or, another example: what is the warehouse turnover for second-hand fork lift trucks, and how long are fork lift trucks in the warehouse before they are re-sold? I have also had to develop a proposal for the reduction of stock holding times in the warehouse.

Some of my other IT projects have included the development of analytical software for managing project proposals. I have also been responsible for marketing second-hand forklift trucks online, introducing this new business strand into the company's operations and developing it further. Most of my assignments are related to financial controlling; however I also get involved in strategic planning and optimization.

### NEUE DIGITALE



Jana Wardag

Company: NEUE DIGITALE GmbH

Position: Project Manager

I am a project manager for Neue Digitale GmbH in Frankfurt am Main. Neue Digitale is a creative agency specializing in digital brand management. Our clients include Adidas, Audi, Nintendo Europe, Philip Morris, Coca-Cola, Olympus Europe, and Wilkhahn. In 2006, Neue Digitale was ranked as the most creative German online agency (ranked first in Horizont Magazin's multimedia creative rank, fourth in Cyberwon Report's global rankings).

Some of my tasks as project manager include the maintenance of web sites and communities and new project development. One example is the children's portal Mokitown ([www.mokitown.de](http://www.mokitown.de)), a transport education site developed on behalf of DaimlerChrysler AG. The virtual world accessed via the portal allows children to manoeuvre individually created figures on foot, skateboards, and kickboards or mountain bikes. The figures are able to chat, play and shop. My task as project manager was to monitor and maintain the site (incl. constantly expanding the virtual city with new districts and games), manage the project team, advise the client and, as part of my specific remit, ensure child safety on the chat pages.



## Information Science in Practice



Alice Höper

Company: City of Edinburgh Council

Position: Personal Assistant to Deputy Leader



My tasks are to provide a wide range of support and assistance to the Deputy Council Leader in relation to the effective administration, planning and co-ordination of the Deputy Council Leader's activities and the provision of information and research from areas within as well as outwith the Council. Maintain information systems, including the operation of computerised databases. Follow through enquiries on a range of constituents issues. Carry out research and/or analysis to ensure that the Deputy Council Leader is adequately briefed. Liaise with senior staff within the Council, passing issues over to be dealt with by them or obtaining information on which to prepare reports and briefing statements. Attend functions, events, public and community group meetings, either alone or in company of the Deputy Council Leader, to research issues, provide information, note action.



## Potential employers

This is a small selection of other companies, where positions for information scientists may be found.



LexisNexis®

Google™

Consulting  
DETECON

Sparkasse

amazon

RTL

Microsoft®

Nestlé

GENIOS  
German Business Information

SIEMENS



## Let's be completely honest...

.....at this point I would like to thank you for the good education I received in Cologne. I am sure that Miriam B, who now also works at GENIOS, shares my opinion that the course in Cologne prepared us very well for our jobs at GENIOS. I would particularly like to stress this in comparison to other information science faculties in Germany. The breadth of the teaching is a big plus. The course's strong focus on economics, combined with an insight into technology and traditional teaching in the science of information and documentation, really does give

students the optimal basis for finding employment, provided they study hard and immerse themselves in the subject matter via work experience.

I have to admit that when I was a student I occasionally doubted the relevance of some of the course content, however now I ask you to refer students with similar doubts to the positive experiences that alumni such as Miriam B. and I have had."

*Martin K., Miriam B.  
(graduates, Information Science and Business Administration course, Cologne)*



## Now it's up to you!

If you are interested in this degree course and need further information, then why don't you send us an email or give us a call. Application forms

and other documents can be found ► [here](#).

Our tip: why you don't you sit in on one of our lectures.

### General information and advice

Teaching centre  
Centre for Humanities  
Claudiusstraße 1, room 41  
50678 Cologne  
Office hours  
Monday - Thursday 08:30am to 12pm  
Katia Bompani  
Tel: +49(0)221 8275-3132  
Fax: +49(0)221 8275-3131  
E-Mail: [katia.bompani@fh-koeln.de](mailto:katia.bompani@fh-koeln.de)

### Student Advisory Service

Prof. Ragna Seidler-de Alwis, MBA  
Centre for Humanities  
Claudiusstraße 1, room 423  
50678 Cologne  
Telefon: 0221/8275-3387  
E-Mail: [ragna.seidler@fh-koeln.de](mailto:ragna.seidler@fh-koeln.de)  
www: [Ragna Seidler-de Alwis  
Prof., MBA](http://Ragna%20Seidler-de%20Alwis%20Prof.,%20MBA)

### Advice for international Students

International Office  
Cologne university of applied sciences  
Mainzer Straße 5, room 5  
50678 Köln  
Tel: +49(0)221 8275-3838  
E-Mail: [branimir.brkan@fh-koeln.de](mailto:branimir.brkan@fh-koeln.de)

Office hours  
Monday-Wednesday 9am to 12pm  
1pm to 3pm  
Thursday-Friday by appointment

