IESEG SCHOOL OF MANAGEMENT
International Summer Academy 2015
Global Business & Management
1-24 July 2015

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Introduction to Information Management

Paris, 20/21/23/24 July 2015

16 contact hours / 2 ECTS credits

This course provides an introduction to information management and its importance in organizations. This course will discuss the strategic use and management of information resources in organizations to achieve a competitive advantage. This course will also discuss how to manage data, how to best use technology for communication and collaboration, and how to manage the ethical and security risks of information management. We will use examples and exercises to illustrate the concepts of information management.

Course Schedule

Monday, 20 July (9:30 – 13:30)
The objectives of information management; the information society

Tuesday, 21 July (9:30 – 13:30)
Information, data, and information systems

Thursday, 23 July (9:30 – 13:30)
Ethical issues and security risks of information management

Friday, 24 July (9:30 – 13:30)
Communication, Internet, and e-commerce
Final exam

Learning Objectives

On successful completion of this module, students will be able to:

- Understand and discuss the impacts of information management on individuals, organizations, and society as a whole
- Manage the ethical and security issues relating to information management
- Understand and discuss the use of information and communication technologies within organizations

Prerequisites

Students are not required to have taken preliminary MIS courses.

Course Design

Classes will be conducted in a lecture and discussion format promoting extensive student participation. Throughout the course students will be exposed to different teaching styles; class discussions and business examples.

Course Assessment

Class attendance is required. The assessment system for this course is structured according to the following framework:
• 40% individual and team assignments
• 20% participation
• 40% final exam