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| Subject: | Business Information Systems II |
| Module: | Business Information Systems II |
| Unit: | Content, Web and Knowledge Management |
| Type of course: | Seminar |

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| Semester: | Hours per week during semester: | Workload: | Language: |
| 4 th or 5 th semester | 2 | 84 hours | German |

Mission Statement

The Intranet is the common intersection of the three topics mentioned in the title of the course. An increasing number of companies are interlinking their computers and networks on the basis of Internet technology. A high level of Intranet utilization is desired, but it combined with a rapidly increasing number of available contents. In order to keep this volume managed and controlled it is necessary to have rules and structures for web publishing. Content Management Systems (CMS) for working with unstructured information on the web are still in their early childhood.

At the same time The Intranet and CMS enable usable pattern of knowledge management within companies. The challenges of knowledge management are well known from previous experiences. Now we are facing the task to examine whether and how we can succeed in giving knowledge management a new push by means of CMS.

Prerequisites

The basic course in Business Information Systems is a prerequisite of the course, especially the chapters concerned with the technological basics of the Internet.

Contents

LE 1 Initial conditions

- Increasing utilization of Intranet technology
- Areas of Intranet applications

LE 2 Definition of terms

- Web Management
- Content Management
- Knowledge Management
- Intranet Portals

LE 3 Web Publishing

- Publishing process
- Measuring the success of published content

LE 4 Content Management and Content Management Systems (CMS)

- Challenges for Content Management
- Available CMS
- User categories and Content Workflow
- Structuring contents
- CMS Implementation

Prospects

LE 5 Intranet based Knowledge Management

Processes of Knowledge Management

Knowledge Management State of the Art in practise

Methods for modelling relationships and interconnections between bodies of knowledge

Knowledge objects and their use for business processes

Role-based personalised knowledge content in an Intranet portal

Incentive systems for Intranet-based Knowledge Management

Competencies to be acquired

Based on knowledge of CMS functions and applications, the students should be able to develop reasonable concepts for Intranet utilization from a business administration point of view. The student should also be able to bring these concepts into connection with knowledge management processes.

Teaching and Learning Methods

The course is based on the principle of the interactive lecture and working through of small methodical exercises, situations found in practise and case studies in individual as well as in group working situations. There are also system demonstrations as well as Internet research undertaken on the system solutions currently on offer. The lecturer will give guidelines on how to conduct one's own study of the literature. Own study of the literature will be supplemented by advise and support given on an individual basis by e-mail.

Quality Control

Exercises and transfer tasks will be set after the individual learning phases to ensure that the students are able to reproduce, reorganise and use themselves what they have learned up to that point.

A questionnaire will be sent out about half way through the semester with which students can make comments on and criticisms of the course; the results will be discussed on an individual basis with the students. Further development of the contents of the course is made through contact with persons working in every day practise (for example IT managers dealing with practical situations in the business field).

Type of Examination

Examinations will be conducted either orally or as a written examination depending on the number of participants on the course.

Literature

- Bodendorf, F., Daten- und Wissensmanagement, Springer, 2. Auflage, Berlin-Heidelberg 2006
- Christ, O., Content-Management in der Praxis – Erfolgreicher Aufbau und Betrieb unternehmensweiter Portale, Springer, Berlin-Heidelberg 2003
- Stein, T., Einsatz von Content-Management-Systemen im Intranet amerikanischer und deutscher Unternehmen, in: HMD – Praxis der Wirtschaftsinformatik, No.230, April 2003, pages106-115

- Stein, T., Intranet-Organisation – Durch Content Management die Potenziale des unternehmensinternen Netzzusammenschlusses nutzen, in: WIRTSCHAFTSINFORMATIK, 42. 2000), No.4, pages 310-317
as well as further current publications

Date / Name

January 2008

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