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

|                                  |                                 |           |           |
|----------------------------------|---------------------------------|-----------|-----------|
| Semester:                        | Hours per week during semester: | Workload: | Language: |
| from 4 <sup>th</sup> semester on | 2                               | 90 hours  | German    |

## Mission Statement

The Intranet is the intersection of this unit's topics. As the utilization of intranets is increasing, the number of intranet contents is expanded intensely. For economic reasons it is necessary to have suitable rules and structures for web publishing. Content Management Systems (CMS) can be used to manage and control so called unstructured information. Furthermore, web 2.0 technologies have found their way to the intranet.

At the same time the intranet, CMS and web 2.0 are respected as enablers for business knowledge management. The challenges of knowledge management in practice are well known from previous experiences. It is to examine whether these new technologies can give knowledge management a new push.

## Prerequisites

The basic course in Business Information Systems is a prerequisite, especially the chapters concerned with internet technology.

## Contents

### LE 1 Initial conditions

- Increasing utilization of Intranet technology
- Areas of Intranet application

### LE 2 Definition of terms

- Web Management
- Content Management
- Knowledge Management
- Intranet Portals as an intersection

### 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 of contents
- CMS Implementation
- Web 2.0 on the intranet

## **LE 5 Intranet based Knowledge Management**

Sections of Knowledge Management  
Knowledge Management State of the Art in practice  
Methods for modelling knowledge processes  
Knowledge objects and their use for business processes  
Role-based personalised knowledge content for intranet portals  
Incentives for intranet-based Knowledge Management

### **Competencies to be acquired**

Based on insights of CMS and web 2.0 functions and applications, the students should be able to develop reasonable concepts for intranet utilization from a business administration point of view. In addition, the student should be able to bring these concepts into connection with essential knowledge management processes.

### **Teaching and Learning Methods**

The course is based on interactive lectures and case studies. Individual literature studies will supplement.

The students will work out and present certain topics of this teaching unit within small groups. In order to document their results, web 2.0 tool WordPress will be used continuously. As these documentations are blogs, all students can give feedback to the contents and / or initiate a discussion.

On the e-learning platform LEA the students find various repetition questions for each chapter in order to make independent success measurement possible.

### **Quality Control**

Standardized evaluation proceeding from the department of economics. Furthermore, the lecturer is in contact with some intranet responsible persons in practice who gives feedback occasionally.

### **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
- Gronau, N., Wissen prozessorientiert managen – Methode und Werkzeuge für die Nutzung des Wettbewerbsfaktors Wissen in Unternehmen, Oldenbourg, München 2009
- 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**

March 2012

Prof. Dr. Torsten Stein