'Developing a Managment Curriculum on and for the IS Society': The position of IS courses

Claudia Loebbecke
University of Cologne
Wilh.-Backhaus-Str. 23
50931 Koeln, Germany
Tel./ Fax: 49-221-444 900
claudia.loebbecke@uni-koeln.de

Agenda

l The MACIS project - Overview

l Subjective and provocative thoughts regarding the position of IS / IT / ICT courses

l Personal (temporary) assessment

l Issues for discussion

The MACIS Project - Overview

l MACIS: Development of a Management Curriculum on and for the Information Society

l Concerning content and delivery mode of MBA courses

l Funded by the European Commission (ESPRIT)

l March 1997 - December 1998

l Topics and participanting schools

– Organzartional Behaviour	ALBA, Athens, Greece
– Accounting / Finance	ESADE, Barcelona, Spain
– Marketing	ESADE, Barcelona, Spain
– Retailing Sector	ESADE, Barcelona, Spain
– Decision Making	LBS, London, UK
– HR Management	Erasmus, Rotterdam, Netherlands
– Logistics / Production	INSEAD, Fontainebleau, France
– Management of Technology	Copenhagen Business School, Denmark
– Strategy	University of Cologne, Germany

Thoughts Regarding the Position of IS courses (1)

Typical topics covered nowadays in IS conferences such as ICIS, ECIS, AIS, HICSS, PACIS, Bled, etc. (examples)

- Aligning business strategy and IS (strategy)
- (IS-based) business process redesign
- Organizational transformation / change - opportunities, resistance, implementation, ...
- Marketing via the Web
- Electronic Commerce
- ....

Increasingly also covered in courses on Strategy, Marketing, OB, Decision Making, Microeconomics, etc

• which offer up-to-date, innovative issues in their area of expertise, and

• which consider IS / IT / ICT as 'given tool set'

Thoughts Regarding the Position of IS courses (2)

**Management of Infomation Technology
(as IS / IT / ICT area in a MBA curriculum)**

l Managing the IS / IT / ICT function

l Managing internal / virtual networks

l Managing intra- and inter- company usage of IS / IT / ICT

l System analysis and design

l Database design

l User interface design

l Software engineering

l ....

• Increasingly needed expertise in companies, but maybe not on 'top management level'

• Often less attractive topics within the range of IS courses offered

• Barely appropriate for IS conference contributions / publications

---

Personal (Temporary) Assessment

IS / IT / ICT is becoming increasingly present and steadily gaining importance in the business world

IS / IT / ICT topics will remain a dominant element in management education

Design, managment, and use of IS / IT / ICT

Business opportunities, impacts and implications

Traditional IS courses, not everybody's favorite these days ...

Should / can it be kept under the IS / IT / ICT label ?

(Provocative) Discussion Issues

l   Do IS need to focus on traditional 'pure' IS topics in order
    to sustain their position in the MBA curriculum ?

l   How long can we teach actual or potential managers the use
    of a tool set?
    ---> We don't offer courses on telephone usage and its
    implications (any more)!

l   Can and should we mix with experts in the areas that we
    touch on, i.e. should we publish in OB journals, attend
    marketing conferences, get hired in strategy departments,
    instead of defending a separate community that keeps itself
    alive?