

***New Skills
for the
New Economy***

MBI Program

International Master of Business Informatics



Virtual



"The MBI program combines information technology with management practice because it is only through that combination that the business value of IT can be truly realized."
[Prof. Dr. K. Kurbel]

The Mission

Information technology is one of the key drivers for success in our global economy. But technology alone does not create business value – that comes from the synergy between IT and management. Business Informatics (BI) students learn how to use IT effectively to develop business solutions for today's global challenges.

VGU's School of Business Informatics is a unique institution built around a virtual community of students from all over the world. The school's mission is to provide first-class education in Business Informatics based on state-of-the-art multimedia, the Internet, and distance learning technologies.

The Master of Business Informatics (MBI) program is taught by leading experts in the field, all of whom are full professors at well-known European universities, and all of whom are committed to excellence in education.

Who Should Study Business Informatics?

The School of Business Informatics (SBI) now offers worldwide a high-tech based, innovative, business-oriented master's degree entitled the "International Master of Business Informatics". Applications are invited from anyone holding a first degree. Ideally, this will be a business degree, and candidates will also have some work experience.

Students are expected to collaborate and communicate with their lecturers and fellow students over the Internet, including taking part in discussion groups and virtual teams. The language of instruction is English.



"Successful business process engineering requires the appropriate methods and tools. These are precisely what you will learn in the MBI program."
[Prof. Dr. H. Krallmann]

The Benefits

In addition to an officially recognized university degree, graduates of the MBI program will also benefit from excellent career opportunities. Demand for the skills they will learn grows year by year, making them highly marketable in job markets around the world! BI graduates are attractive not only to consulting and software firms, but to all forward-looking companies in most industries. Here they play a vital role as an interface between an enterprise's business needs and its IT solutions - for example where that company is looking to reengineer its business processes or optimize them by making more effective use of information technology.

Typical "traditional" positions that MBI graduates can expect to fill include information manager, systems analyst/designer, project manager, ERP specialist, and developer business solutions.

They will also be ideally qualified for "new economy" functions in the electronic business and e-commerce fields, including positions like

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content manager, information broker, portal developer, and e-commerce specialist.

In being able to study at their home or their workplace, students will avoid additional traveling and living expenses. Yet they will receive the same high-quality education that students at any European university can expect.

What is Special about Business Informatics?

Business Informatics (BI) is a successful discipline developed in Central Europe that combines informatics (the study of creating, applying and communicating information, mainly by computer systems) and management techniques. Its success is based on the powerful synergistic benefits that are released when business administration concepts are integrated with computer science technology.

While BI is similar to the discipline of Information Systems (IS) - now widely practiced in English-speaking countries - there are a number

of major differences that make BI a more compelling proposition for today's employers. For instance, while IS has a strong focus on *explaining* what can be observed in the real world, Business Informatics takes a more pragmatic approach, and makes greater use of applied computer science.

As a result, students of BI learn how to *develop solutions* to business problems, rather than simply describe them. Their consequent ability to constructively engage with business problems makes them more attractive as potential employees, and well suited to go on and become successful entrepreneurs.



"We use state-of-the-art multimedia and Internet technologies in order to make distance learning in the MBI program an exciting experience, and to immerse students in the technology from day one."
[Prof. Dr. W. Stucky]

Topics and Curriculum

The MBI program comprises relevant IT topics from applied computer science, including computer networks and the Internet, website engineering, database management, programming, and IS development. This is combined with management-oriented courses such as electronic commerce and e-business, management information systems, business process modeling, and enterprise resource planning.

In addition, a number of optional components based on individual preference will be studied (electives). These could include topics such as business intelligence, information security and IT-based management.

The total duration of the program is two years. This is divided into four semesters, with the last semester dedicated to producing a master's thesis (three-month) and gaining practical experience.



Global

University

VNIVERSITAS



*"Effectively integrated information systems are critical for an organization's performance in today's information-based economy."
[Prof. Dr. A.-W. Scheer]*

How Do You Study?

As a student, you can attend courses from anywhere at any time over the Internet. Attending a course involves three things:

1. Studying the weekly course materials
2. Solving the associated exercises and problems
3. Interacting with lecturers and other students by means of electronic media, including discussion forums, chatrooms, and e-mail

Courses are based on multimedia technologies, including video and sound (video and audio streaming), hypermedia (linked web pages), synchronized presentation material, and Web-supported textbooks with incorporated multimedia.

Industrial Partnerships

VGU invites industrial partners to collaborate in defining and updating the syllabus and teaching requirements of the MBI. Internships provided by those partners and other forms of industrial cooperation are under development. An advisory board consisting of executives from industry and senior academics will be formed.



*"E-commerce is more than website design. MBI students learn that the real work is done by the back-office systems, and that success lies in integrating the web site with the back end."
[Prof. Dr. S. Eicker]*

Requirements

Technical Requirements

- Access to a reasonably fast Internet connection (a minimum of 56 kbps)
- State-of-the-art computing equipment, including a Pentium PC, MS Windows 98/2000/NT, and a Web camera
- MS Office, multimedia plug-ins (e.g. Windows Media Player), Web browser, and communications software

Formal Requirements

Candidates are expected to have a business-related bachelor's degree (or equivalent), and good command of the English language (TOEFL score of 550 in paper-based test or 213 in computer-based test for non-native speakers).

Tuition

Rates depending on full-time vs. part-time studies and numbers of courses. Special third-world and equal-opportunity rates upon request.

The Faculty of VGU's School of Business Informatics

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European University Viadrina

The International Master of Business Informatics is a joint project by the VGU and the European University Viadrina Frankfurt (Oder). While the VGU provides expertise and teaching for the course, the EUV is responsible for ensuring that the academic and educational standards of the program are maintained at an appropriate level. This cooperation ensures that the master's degree awarded is an official degree fully recognized by German state law.

Information

More details about VGU and the MBI program are available at <http://www.vg-u.de>.

All information in this brochure has been prepared carefully. We apologize for any errors and mistakes that might remain. Please note that due to the pace of change in this field the information given may be subject to change.

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