

# International Master Information Management: *IMMIT* & *ITEM* program

Dr. E. (Emiel) Caron &  
Dr. E. (Eija) Koskivaara

# Outline

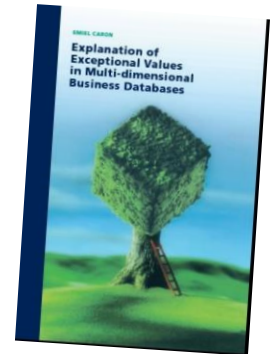
- Why study Information Management?
- Contents of international programs: IMMIT & ITEM
- Job opportunities
- Your questions (*please unmute, use camera*)



# Who am I?



- Assistant professor in Business Analytics (Tilburg University)
  - Courses: **Business Analytics**, Management of Information Systems, Programming
  - Researcher
- Academic director of **International Masters for IM**
  - **Int. Master in Management of IT (IMMIT, triple degree)**
  - **IT for Enterprise Management (ITEM, double degree)**



# Why study Information Management (in an international context)?

*‘Building the bridge between business and IT’*



Business  
(Aix)

Integration/Data  
(Tilburg)

IT  
(Turku)

# Why study Information Management?

## Topics:

- Creating value with data
- Digital transformation
- Insight in digital technology
  - Business analytics
  - Blockchain
  - AI
- Privacy & cybersecurity
- IT Governance & Strategic Sourcing
- ....

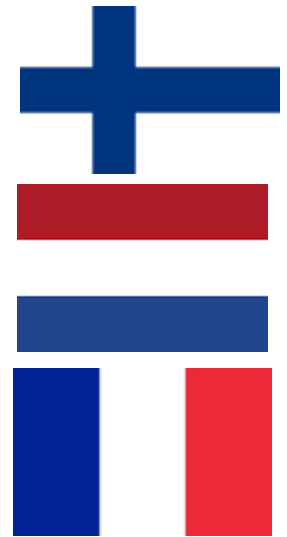


# IMMIT: Int. Master in Management of IT

## *Triple degree program*



Now 15<sup>th</sup> cohort is in Aix  
And 14<sup>th</sup> cohort is in Tilburg....



# IMMIT (2 years, 120 ECTS) – some modules...



## YEAR I

- *Fall Term:* Aix-Marseille University, France
  - Business Foundations
  - Intercultural Communication
  - Introduction to IT management
- *Spring Term:* University of Turku, Finland
  - IT Management
  - Research Methods
  - Intercultural Communication



## YEAR II

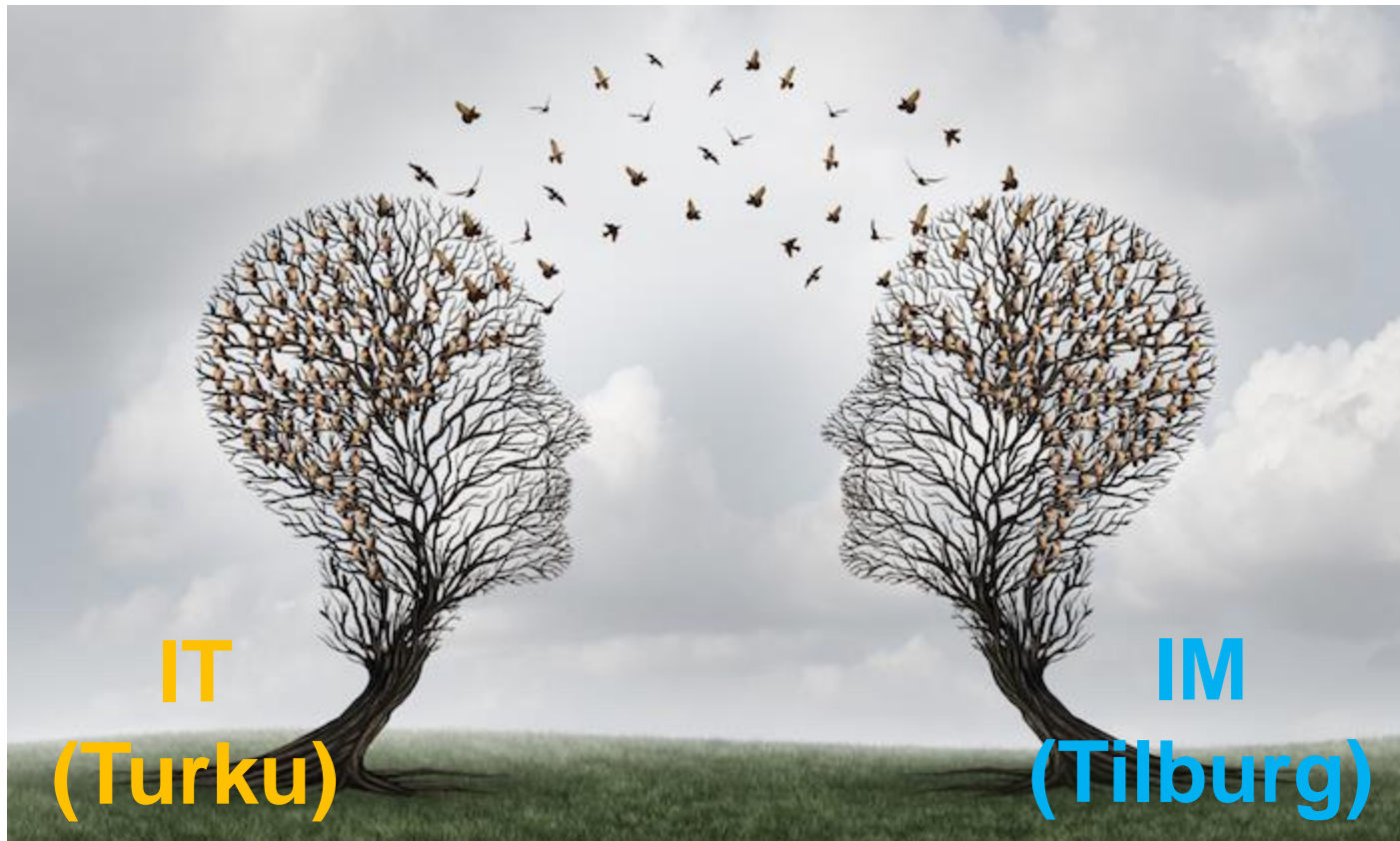
- *Fall Term:* Tilburg University, The Netherlands
  - Business Process Integration
  - IT Governance and Cybersecurity
  - Business Analytics
  - Advanced data management
- *Spring Term:* Internship & thesis, International IT Management
  - International Internship; Netherlands, France, Finland, ....?
  - Thesis in June, degree in August.



Compulsary & Elective courses

# ITEM: IT for Enterprise Management (*Double degree*)

*‘Deepening knowledge in Information Management  
in an international context’*



# ITEM (1.5 years, 120 ECTS) – some modules...

## YEAR I (Jan. Start)

- **Spring Term:** Tilburg University
  - Business Intelligence & Data Management
  - Enterprise architecture
  - Innovation & Digital Transformation
  - Interactive data transformation
- **Fall Term:** Tilburg University & Turku *online*
  - Business Process Integration
  - IT Governance and Cybersecurity
  - Business Analytics
  - **Online: Management of IS projects**
  - **Online: Management of IS Security**

## YEAR II

- **Spring Term:** University of Turku
  - Management of ICT services
  - Information Technology and Ethics
  - Research Methods
- **Late Spring to August:** Internship & **Thesis**
  - Internship (option); Netherlands, Finland, ....?
  - **Thesis defense late August (Summer is used)**



# Content: what will you learn?



## Knowledge

- principles of business - IT alignment
- methods to analyze decision making & improve data management

## Skills

- model and analyze decision making processes
- assess the potential of IT developments for business innovation

## Attitude

- eagerness to understand challenges triggered by changes in technology
- welcome uncertainty and change; open mind for other people & professional cultures

# Content: methods



- Information Management is an **interdisciplinary** field
  - economics, management, social sciences, law
  - computer science and mathematics
- Not only quantitative empirical studies, but also ...
  - study a system in context (design science)
  - case studies (interviews), business analytics (python) , data & process mining, ...
- Reflected in diverse **teaching methods**:
  - interactive lectures, cases, labs, projects, presentations

# Internship & Master thesis

- Internship is compulsory (*not for ITEM*)
  - Duration min. 3 months
  - In an internationally operating company
  - Fast track for career opportunities
- Thesis
  - Thesis is based *on theoretical work & research questions*
  - Internship & thesis usually connected, *but can be separated*
  - Unique value and impact for companies providing internship/thesis assignment



# MSc Thesis: example

## A framework to improve crisis handovers: how software can help crisis managers

*A thesis submitted for the fulfilment of the Master of Science in Information Management at Tilburg University School of Economics and Management*

**David Wodak**



David Wodak

# Not only contents....



Academic contents



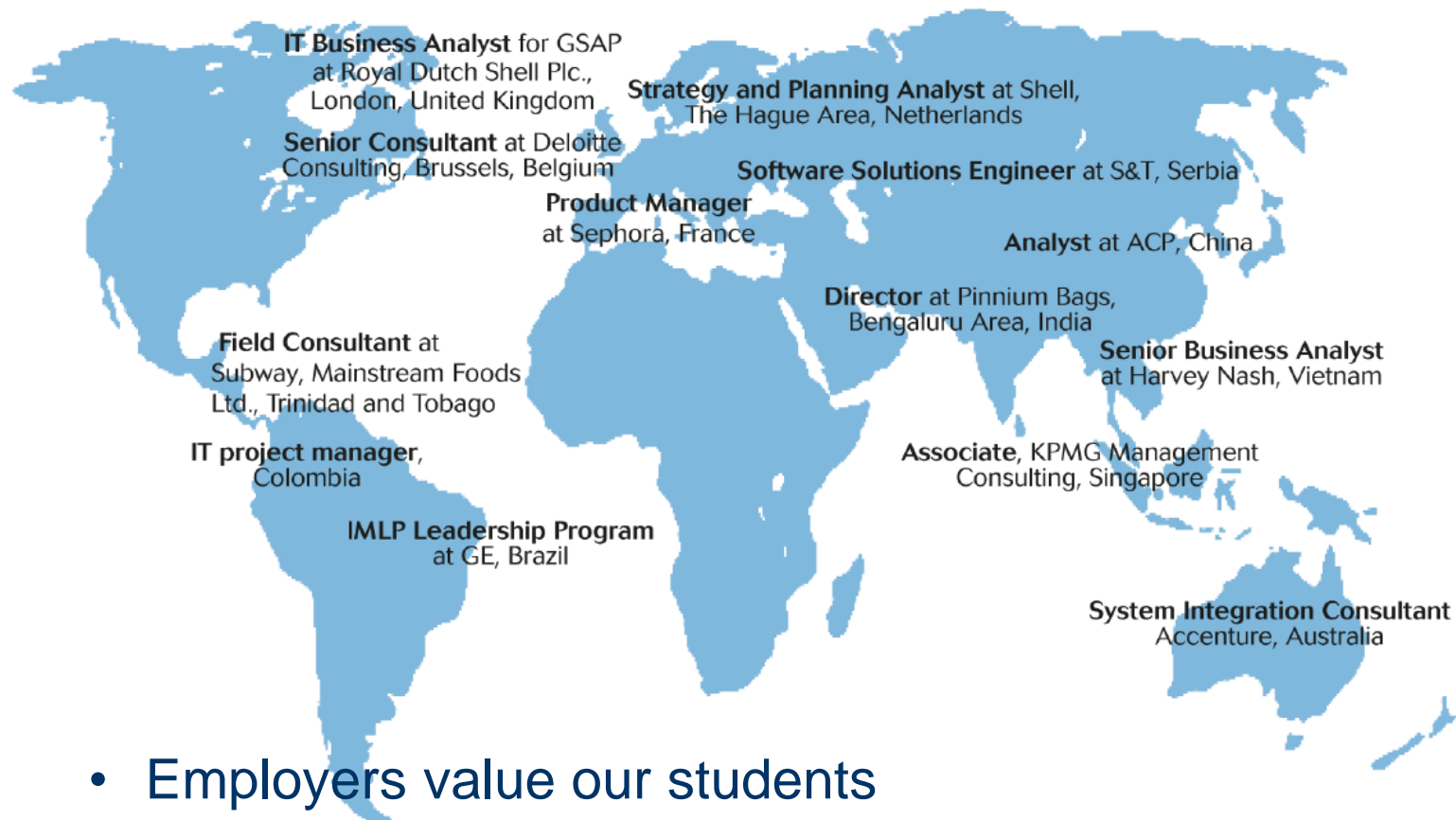
Personal experience

# Motivation



- Deepening knowledge on IM (120 ECTS)
- Top education
- Specialize on topics: e.g. IT management or Analytics
- International experience & Adventure...
- Increase value for job market
- Research perspective
- Multiple master degrees, master of science in:
  - Information Management (Tilburg)
  - Economics & Business Administration (Turku)
  - Spécialité Management et Technologies de l'Information (Aix)

# After graduation – career options



- Employers value our students
- High demand; relatively high start salary ( € 3014 p/m)

# Where do graduates work?



## 50% ICT Services/Industry

- KPMG
- EY
- PWC
- Deloitte
- Capgemini
- Google
- Booking.com
- Microsoft
- Ordina
- ...

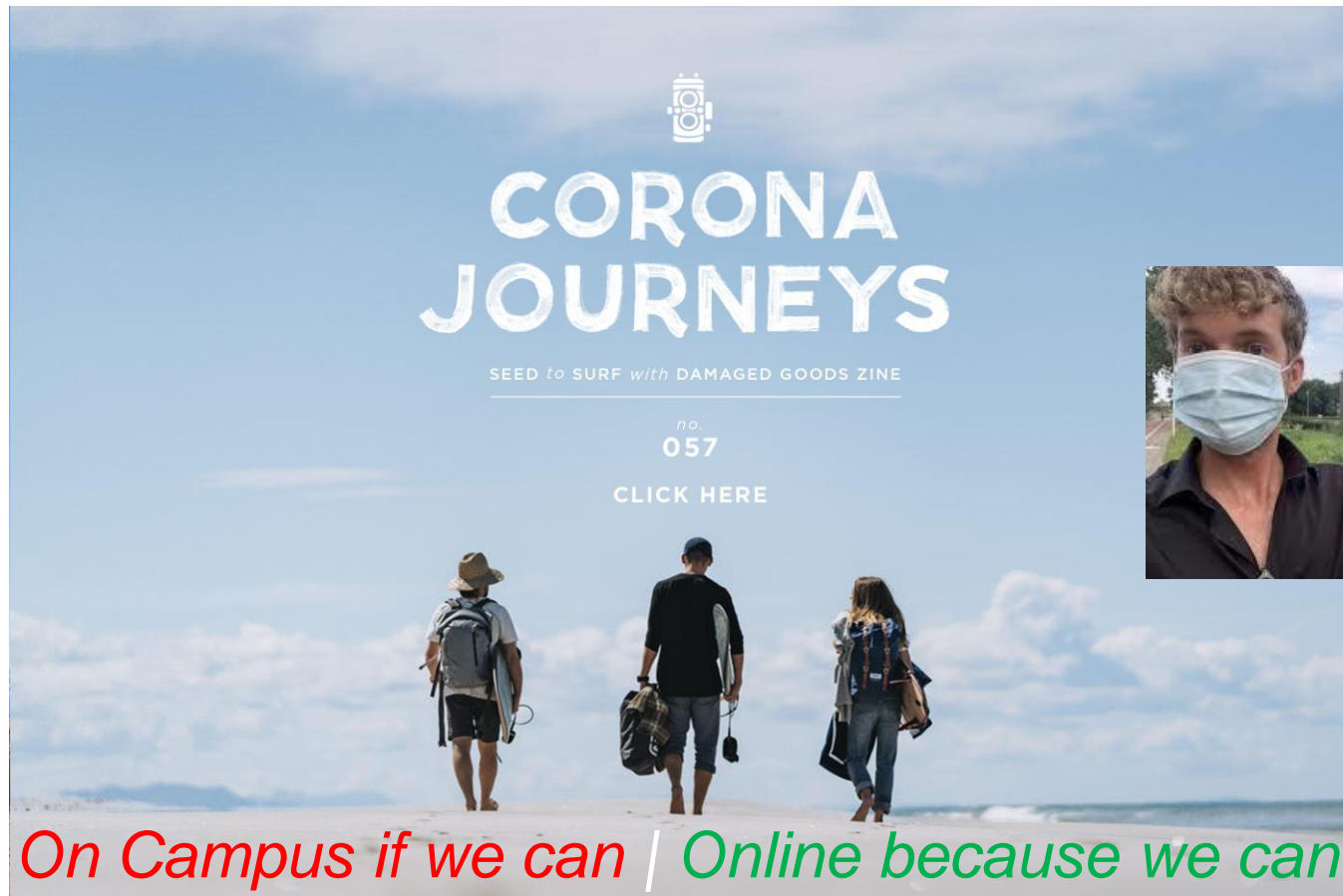
audit or advisory

## 50% 'other' Companies

- ING, ABN AMRO, Rabobank, etc
- Philips
- ASML
- ABP
- Shell, Exxon Mobil
- Hospitals
- Municipalities
- Central government (tax office)
- ...
- Universities: researcher (PhD)

# Corona, Travel, on-campus...?

*International master in COVID times...*



*On Campus if we can | Online because we can*

# Tuition fees & scholarships



- Yearly fee
  - € 4,200 per academic year for EU/EEA-students
  - Additional costs for housing & living abroad
- Financial support
  - Erasmus mobility grant
  - Other local (country specific) grants
  - Often internship allowance (in Semester 4)

# So ... why study Information Management in an international context....

## Information Management: bridging business & IT



- Top Universities: campus & environment; active students
- Team: professors are experts in the field
- International: international double/triple degrees & international staff
- Career: good opportunities in advisory, businesses, & IT-consultancy

# Interested?



- Check our websites (Google):
  - [IMMIT, ITEM](#)
  - [EmielCaron.nl](#) (→ Education)



- Contact us directly:
  - Edu. manager Turku (Eija): [eija.koskivaara@utu.fi](mailto:eija.koskivaara@utu.fi)
  - Edu. manager Tilburg (Hulya) : [tisem-msc-immit@tilburguniversity.edu](mailto:tisem-msc-immit@tilburguniversity.edu)
  - Academic director (Emiel): [e.a.m.caron@tilburguniversity.edu](mailto:e.a.m.caron@tilburguniversity.edu)



*Your questions...*

