

# Summer School IT-Management

Faculty of Business Administration, Economics,  
and Business Information Systems



42.82	41.54	40.03	-1.51	-2.87%
782.14	786.76	773.05	-13.71	-4.39%
22.41	23.71	22.98	-0.73	-0.74%
18.56	18.27	18.42	+0.15	0.26%
20.78	21.04	20.83	-0.21	-1.47%
292.32	296.69	291.94	-4.37	-5.82%
12.97	13.52	13.16		
57.02				



## Summer School IT-Management

August 31 to September 20, 2015

The University of Paderborn is the University for the Information Society. In August and September 2015, it will offer a Summer School on "IT Management". The three week program includes lectures on economic challenges and opportunities that companies face in applying IT in their business, the significance of IT for industries, regions and countries, and IT as a driver of growth, employment, and competitive advantages. The program also includes an introductory course on German language, and a course on writing and presenting. Excursions to internationally operating IT companies and to the world's largest computer museum will put the lectures' content into practical context. A trip to Cologne, to the historical town of Detmold, and joint activities with international and local students will offer chances to experience German culture and develop intercultural abilities. Participating students don't need to have preliminary knowledge, but should be interested in information technology, its economic impact, and its significance for management and business.

### Venue

Faculty of Business Administration, Economics, and Business Information Systems  
University of Paderborn  
Warburger Straße 100  
33098 Paderborn  
Germany

### Programm Management

**Prof. Dr. Stefan Jungblut**  
Prof. Dr. Martin Schneider  
Prof. Dr. Leena Suhl

<https://wiwi.uni-paderborn.de/en/international/incoming/short-term-students/summer-schools/summer-school-it-management-2015/>

## Outline

### Course Program

IT Management (Lecture and Project)  
The IT Sector and Its Institutional Framework  
IT and the Macroeconomy  
Workshop on Writing and Presenting  
Introductory German Language Course

### Company Visits

Fujitsu Paderborn  
dSpace Paderborn

### Social Activities

International Students Meeting  
Welcome Dinner, Introduction, Farewell Party  
Paderborn at Night  
International Student Party  
Japanese Evening

### Excursions and Cultural Activities

Introduction to Paderborn, Germany and German Culture  
Paderborn, guided city tour  
Heinz-Nixdorf Computer Museum, guided tour  
Trip to Cologne  
Trip to Detmold, Princely Residence Castle, open air museum

### Assessment

Pre-course assignment (to be completed before the course)  
Active participation  
Final presentation

### Credits

5 ECTS / 2 Credits

### Transportation and Accommodation

Pick-up of students group at Frankfurt Airport; bus transfer to accommodation; return to Frankfurt Airport. Single/double rooms, close to town center, breakfast included.  
(Note: Accommodation cost and transportation is not included in program fee)

## Course Program

The summer school is focusing on Information Technology (IT) and its increasing impact on modern societies. The effect of Information Technology as well as its management will be analyzed under different perspectives. These perspectives are reflected in three key lecture series: “IT Management”, “The IT Sector and Its Institutional Framework”, and “IT and the Macroeconomy”. The different views taken in the lectures will be merged in an accompanied project. Excursions to selected IT companies and to the world largest computer museum will put the content of the lectures into a practical context.

### IT Management

This lecture series focuses on the role of IT inside companies, on major challenges and opportunities in applying IT in business models, communication, and operations management. Topics that will be discussed include:

- Information Systems in Global Business Today
- Global E-Business and Collaboration
- Information Systems, Organizations, and Strategy
- E-Commerce: Digital Markets, Digital Goods
- Enhancing Decision Making

### The IT Sector and Its Institutional Framework

This lecture series focuses on the industries that specialized in the provision of IT products and services. It discusses how country-specific institutions influence the competitiveness of companies in the IT sector. Topics that will be discussed include:

- Industries of the IT sector
- Major companies across the globe
- Nature of the innovation process in the sector
- Country-specific sources of competitive advantage
- Measurement issues (innovativeness, comparative advantage)

### IT and the Macroeconomy

This lecture series focuses on the macroeconomic and international effects of Information Technology, in particular its effects on growth, employment, and the international competitiveness of the European Union (EU). Topics that will be discussed include:

- Information Technology as a driver of growth
- Employment effects of Information Technologies
- IT and its effect on international trade and the competitiveness of countries and regions
- The spatial distribution of IT and high tech industries in Europe
- The European Union’s Digital Agenda for smart, sustainable, and inclusive growth

## Writing and Presenting

The presentation units aim to enhance your ability to present more effectively in English. The course focuses on the language of presenting, presentation delivery skills and questions related to the creation of the presentation you will be giving at the end of the summer school session. We will also look briefly at intercultural issues related to presentations. Using a minimum of input the sessions will provide you with plenty of opportunity to practice and develop your skills, as well as offering you the chance to have your questions answered.

## University of Paderborn

### About the University

The University of Paderborn is guided by the mission statement of a "University for the Information Society". The strong field of computer science, information systems and computer applications plus the interdisciplinary presence of IT in many areas initiates a comparative advantage in the field of IT. The profile of the five faculties shows a concentration of research activities in all fields that are of fundamental importance to the continuing development of the Information Society. It embodies the concept of a modern profile university, focuses on interdisciplinarity and strives for close collaboration with business and industry. The University of Paderborn stands both for modern education and innovative research. The five faculties are:



- I. Faculty of Arts and Humanities
- II. Faculty of Business Administration and Economics
- III. Faculty of Science
- IV. Faculty of Mechanical Engineering
- V. Faculty of Computer Science, Electrical Engineering and Mathematics

The University of Paderborn is oriented internationally and welcomes students from all over the world. There are 160 international partnerships in 36 countries. The university offers a wide range of measures to support degree seeking and exchange students. The International Office administrative assistance for exchange and international students is complemented by academic advisors, student buddies, and several students groups. Each year in September, many exchange and international students arrive. Ample activities are offered at that time and make it easy to get in contact, to explore the university, and to build up international relations and new friendships.

## **Faculty of Business Administration, Economics, and Business Information Systems**

The Faculty of Business Administration, Economics, and Business Information Systems is comprised of the Departments of Management, Taxation, Accounting and Finance, Business Information Systems, Economics, Business and Human Resource Education and Law. Together, the Departments engage in proactive, progressive research and teaching at the University of Paderborn. The forward-looking focus, coupled with a status as a modern, competitive and research-oriented faculty, is one the faculty strives to maintain now and in the years to come. The German Research Foundation (DFG), the European Union and several Federal Ministries currently support around 20 research projects. The faculty carries out a broad variety of research activities.

### **Internationalization**

Together with more than 60 partner universities the faculty is part of one of the largest international research and study networks in existence today. The network has recently expanded to include a number of Asian partners in China, Japan and Korea, giving students and research staff an opportunity to systematically enhance their knowledge of the region and its languages and to gain valuable intercultural skills.

### **Theory and Practice**

The faculty's strong focus on topical research issues combined with its outstanding methodological and technical expertise makes it an attractive partner for research projects commissioned by both the public and private sectors. Thanks to this cooperation the faculty's students are able to familiarize themselves with the day-to-day activities in a business organization. In many subject areas, internships and hands-on projects and papers are part of the regular curriculum.

## Lecturer

### Prof. Dr. Martin Schneider



Martin Schneider studied at the University of Trier (Germany) and Aston University (Britain) and holds a diploma in Economics. In Trier he also received his Ph.D. in 1998 and his habilitation for Business Administration in 2003. From 2004 to 2003, he conducted research at the Institute for Labour Law and Industrial Relation in the EU in Trier. In 2001, he was a visiting scholar to the Law School of the University of California, Berkely. He has held various teaching assignments, for example, at the Bordeaux School of Management and the LMU Munich. Since 2006, he is Professor for Business Administration, in particular Human Resource Management at the University of Paderborn. His main research interests are in cross-country comparative employment relations, the management of intangible assets, and organizational behavior.

### Prof. Dr. Leena Suhl



Leena Suhl received her PhD in 1988 in Operations Research at Helsinki University of Technology (now Aalto University), and was from 1989 to 1995 Assistant Professor for Business Information Systems in Berlin University of Technology. Since 1995 she has been full Professor for Business Information Systems and head of the Decision Support and Operations Research Lab at University of Paderborn, Germany. She was invited as a visiting scientist to the IBM Thomas J. Watson Research Lab in Yorktown Heights, USA, and has visited universities in Finland, USA, Poland, Korea and China as well. Leena Suhl has initiated and coordinated numerous research projects with partners from academia and industry. Furthermore, she has published more than 100 research papers and is associate editor or department editor of four international scientific journals. She has organized and served for many international conferences and is co-founder of two spinoff companies. Her research interests include decision support systems and operations research as well as applications in logistics, traffic, and production systems.

### Prof. Dr. Stefan Jungblut



Stefan Jungblut studied economics at the Georg-August University in Göttingen. During his studies he took internship positions at the German Institute for Economic Research (DIW), the German Federal Ministry of Economics and Technology (BMWi) and the German Chamber of Commerce and Industry (DIHK). In 1995 he entered a position as Research Assistant and Junior Lecturer at the University of Paderborn. After his dissertation he spent one year as visiting scholar at the University of California at Los Angeles (UCLA). Since October 2011 Stefan Jungblut is Professor for economics at the University of Paderborn. His research interest is in monetary economics, financial markets and the macroeconomy, economic integration, and the international economy. He is academic advisor for incoming exchange students, coordinator for Japan in the Asian Studies in Business and Economics (ASBE) program, and coordinator for the master program in International Economics and Management.

## Dr. Kostja Siefen



Kostja Siefen studied at the University of Paderborn (Germany) and holds a diploma in Business Computing. He received his PhD from the University of Paderborn in 2012 for his work in the area of mathematical optimization methods for complex infrastructural planning problems. Since 2014 he works as postdoctoral researcher at the chair of Prof. Leena Suhl. His research interests include the application of mathematical optimization and simulation methods to complex decision situations with a focus on Mixed-Integer Optimization and Business Intelligence methods.

## Selected IT Companies located in Paderborn

### Fujitsu Paderborn

Fujitsu is a leading Japanese information and communication technology company which offers plenty of technology products, solutions and services. Over 170 000 Fujitsu people support customers in more than 100 countries. One of these locations is based in Paderborn at the Heinz-Nixdorf-Ring.

### dSPACE Paderborn

Wherever engineers are working on cars or planes, dSPACE is involved. The “digital signal processing and control engineering GmbH” (dSPACE) is a leading producer of hard- and software solutions to accelerate the development and testing of mechatronic control systems. Time is rare and dSPACE helps to gain comparative advantages. Its products are mostly used to develop electronics in automotives but also impact aerospace, medical engineering and other industries. dSPACE has over 950 employees all over the world. Its headquarter is based in Paderborn, further representations are located in the USA, UK, France, China and three subsidiaries are located in Japan.



## Paderborn

### The City



The university town Paderborn is located right in the heart of Germany. In just 3 hours, you are able to reach a multiplicity of important European capitals by train or plane. In addition, many fascinating German cities like Berlin and Hamburg represent excellent day-trip opportunities. With over 1200 years of history Paderborn offers a lot of attractions, already in the

inner city 20 places of interest are waiting for you. The historic town hall and the monumental cathedral from the 13th century are just some of them. Paderborn combines history and modern spirit as well as tradition and technology. Due to the computer pioneer Heinz Nixdorf, the IT industry in Paderborn grew above-average. The city has one of the highest IT-densities of Germany and a large part of these companies are spin-offs of the University of Paderborn.

### Location



Paderborn is located in the center of northern Germany. Major German cities and destinations (Berlin, Cologne, Hamburg, Hannover, Frankfurt, Rhine area), can be approached within two to three hours by car or by train. More distant destinations and other European countries and capitals can easily be reached by train or by plane via the international Airport Paderborn.

## Excursions and Cultural Activities

### Cologne

One of the probably most multifarious cities of Germany is Cologne. Here you can experience the city life while tracking down the over 2000 years old history of the cathedral city. The centerpiece was appointed as world cultural heritage in 1996 by the UNESCO and you will be able to climb the 533 steps of one of its impressive towers. But also on the ground Cologne invites you to more than 3000 pubs, cafes and restaurants and a wide range of museums, whether one for modern art or one for chocolate - Cologne lives up to its promise.



### Heinz Nixdorf MuseumsForum

Named after the famous computer pioneer, the Heinz Nixdorf MuseumsForum is world's largest computer museum. Numbers, symbols and signals constitute the core of it. Information technology exists since thousands of years, albeit in a different form than we think of it today. In this unique museum you can discover the roots, the present and the future of information technology. Try it!

### Princely Residence Castle in Detmold

Did you always want to know how it feels like to live like a prince? Then, a trip to the historic castle in Detmold would be just right for you. Stride through magnificent halls and walk along the paths of history. Still today, Dr. Armin Prinz zur Lippe, relative of the Dutch royal house, lives in the old masonry and keeps the almost 800 year old history of the princely family alive.



### Open-Air Museum Detmold

With its more than 100 hectare, the open-air museum in Detmold is the largest one in Europe. Over 90 completely furnished buildings from all the regions of Westphalia show you the way of living 500 years ago. Whether for a relaxing walk through the beautiful landscape with the ancient farms or for expanding your knowledge about old handwork, e.g. coffee roasting or shoemaking, the open-air museum is always worth a visit.

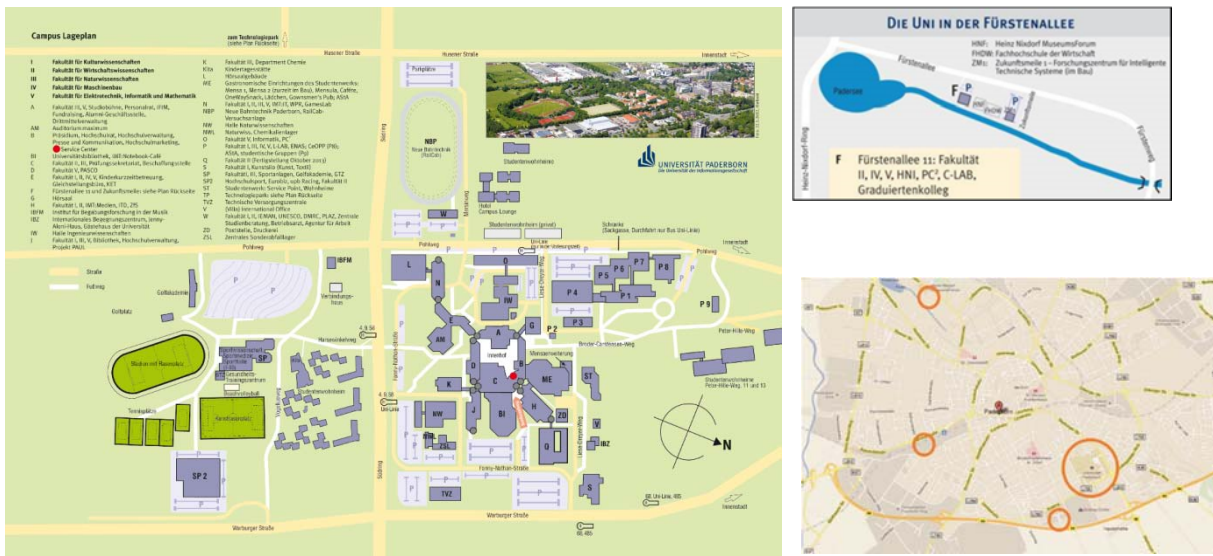
# Further Information

## Schedule

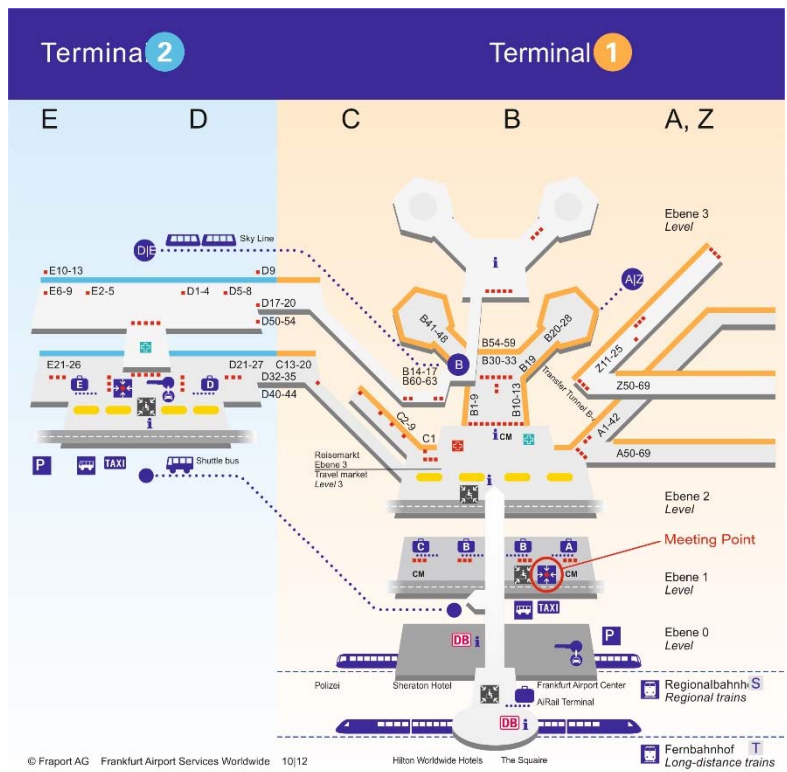
Summer School IT Management 2015								
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
Aug 31	Sep 01	Sep 02	Sep 03	Sep 04	Sep 05	Sep 06		
09-11	Arrival	German Language Class	Introduction (I)	Company Visit (dSpace)	Free	Detmold Castle and Open Air Museum (optional)		
11-13			Introduction (II)					
14-16		German Culture	Writing and Presenting					
16-18		Japanese Culture	Writing and Presenting					
	Guided City Tour	German Language Class	Writing and Presenting	HNF Computer Museum				
Dinner	Welcome Dinner at Ratskeller			Eurobiz Night				
Sep 07	Sep 08	Sep 09	Sep 10	Sep 11	Sep 12	Sep 13		
09-12	Company Visit (Fujitsu)	IT and the Macroeconomy	The IT Sector and Its Institutional Framework	Topics	Trip to Cologne	Free		
12-13							Topics	
14-16	Company Visit (Fujitsu)	German Language Class		International Student Party				
16-18		Preparation Session Japanese Evening	Time for Homework and Preparation					
Sep 14	Sep 15	Sep 16	Sep 17	Sep 18			Sep 19	Sep 20
09-12	IT Management (Lecture)		Time for Homework and Preparation	Presentations			Free	Departure
12-13	Topics							
14-16	Preparation Japanese Evening	German Language Class	Time for Homework and Preparation	Presentations				
16-18	Japanese Evening	Time for Homework and Preparation	Summary	Going Out / Pub Crawl				

The time schedule gives an overview about the course of the program. Lecture hours will be in the morning and/or afternoon, in each case during a two-hour time frame (9:00 am - 11:00 am, 11:00 am - 13:00 pm, 14:00 pm - 16:00 pm or 16:00 pm - 18:00pm). Each lecture accounts for 90 minutes. This gives the opportunity for appropriate breaks. Additionally, there will be a lunch break from 13:00 pm to 14:00 pm.

## Maps



# Frankfurt Airport Map



- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li><span style="color: red;">■ ■ ■ ■</span> Kontrollstellen<br/>Border or Security controls</li> <li><span style="border: 1px solid orange; padding: 2px;"> </span> Gates A, B, C, Z</li> <li><span style="border: 1px solid blue; padding: 2px;"> </span> Gates D, E</li> <li><span style="border: 1px solid yellow; padding: 2px;"> </span> Check-in</li> </ul> | <ul style="list-style-type: none"> <li><span style="color: blue;">i</span> Information</li> <li><span style="color: blue;">G</span> Gepäckausgabe<br/>Baggage claim</li> <li><span style="color: blue;">M</span> Treffpunkt<br/>Meeting point</li> <li><span style="color: blue;">S</span> Pendelverkehr<br/>Shuttle</li> <li><span style="color: blue;">Z</span> Zugverkehr<br/>Railway</li> <li><span style="color: blue;">P</span> Parken<br/>Parking</li> <li><span style="color: blue;">B</span> Busbahnhof<br/>Bus terminal</li> <li><span style="color: blue;">TAXI</span> Taxi</li> <li><span style="color: blue;">M</span> Mietwagen<br/>Car rental</li> </ul> | <ul style="list-style-type: none"> <li><span style="color: red;">M</span> Medizinische Dienste<br/>Medical services</li> <li><span style="color: green;">A</span> Apotheke<br/>Pharmacy</li> <li><span style="color: red;">DB</span> DB-Information<br/>German Railway Information</li> <li><span style="color: blue;">H</span> Rufsäule für Betreuung<br/>Help points</li> <li><span style="color: blue;">CM</span> Company Meeting</li> </ul> |
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## Contact

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## Link

Summer School IT-Management

<https://wiwi.uni-paderborn.de/en/international/incoming/short-term-students/summer-schools/summer-school-it-management-2015/>

Faculty of Business Administration and Economics

<http://wiwi.uni-paderborn.de>

University of Paderborn

<http://www.uni-paderborn.de/en/>

City of Paderborn

<http://www.paderborn.de/microsite/welcome/index.php>

Deutsche Bahn (German Railways)

<http://www.bahn.de/i/view/overseas/en/index.shtml>