**Learning Objectives / Competencies:**

The students should
- Understand the importance and influence of information in companies
- Understand how business administration tasks are supported by information processes and information systems
- Learn to distinguish between operational and analytical requirements and their supporting IT systems
- Practice approaches to the integration of information management in enterprises

**Content**

- Foundations:
  - Information and control
  - Data and data models
  - Information requirements and systems
  - Integration of processes and IT systems

- The role of IT in management
- Models for IT integration in company development
- Examples of operational and strategic information needs, and appropriate IT architecture
- Selected and current problems from the fields of:
  - ERP SAP R/3 logistics and finance
  - Business intelligence
  - Customer relationship management with Salesforce.com
  - Force.com – Development of a PaaS application

**Teaching and Learning Methods:**

Lectures
Case study
Tutorials

**Literature**


Further literature will be announced in the course.