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Welcome to Open Day February 5, 2009

BA in Information Management

presented by

Monia Sorrels – Student Guidance Counsellor





The agenda for the next 45 minutes

- What is a BA in Information Management?
- The BA(im) structure and contents
- Teaching and Exams
- Study environment and Studying abroad
- Possibilities after the BA(im)
- Practical information
- Questions?



You probably feel like this happens all the time..
It does. Will you do something about it ?





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Is Information Management just another hype?

<http://www.youtube.com/watch?v=vxmuhzLzubM>



What is a BA in Information Management?

It is a 3 year full time bachelor programme in information management

- Communication studies
- Organizational studies
- Managing projects
- IT



What is a BA in Information Management?

Communication studies focus on

- Digital communication
- Communicating with and using IT-tools available



The BA(im) structure and content

1. and 2. year

| 1 quarter 7 weeks | 2 quarter 7 weeks | 3 quarter 7 weeks | 4 quarter 7 weeks |
|--|-----------------------------|-----------------------------|---|
| Lectures 6 weeks 1 week assignment/ exam | | | Project work Guidance Oral exam |



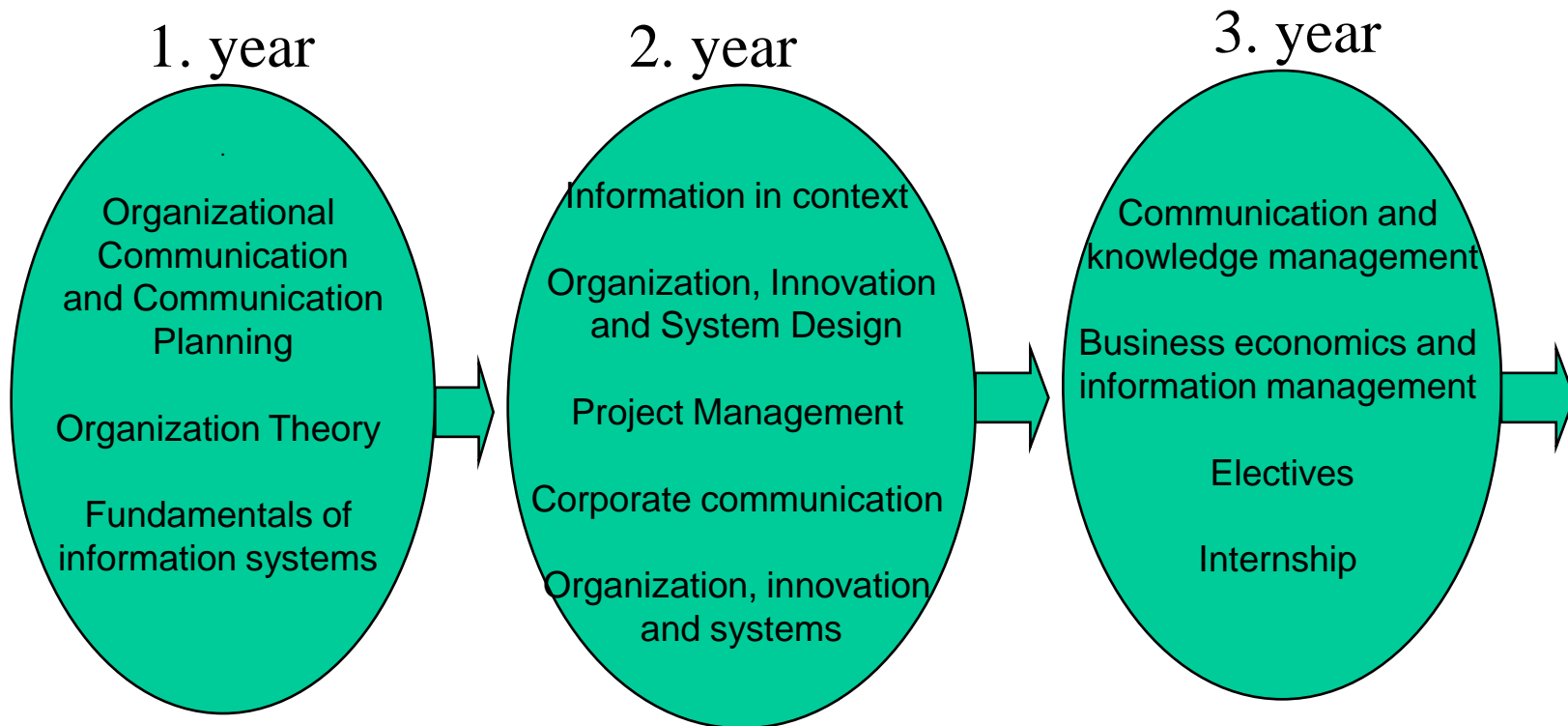
The BA(im) structure and content

3. year

| 1 quarter 7 weeks | 2 quarter 7 weeks | 3 quarter 7 weeks | 4 quarter 7 weeks |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Internship electives | | courses | Bachelor's project |



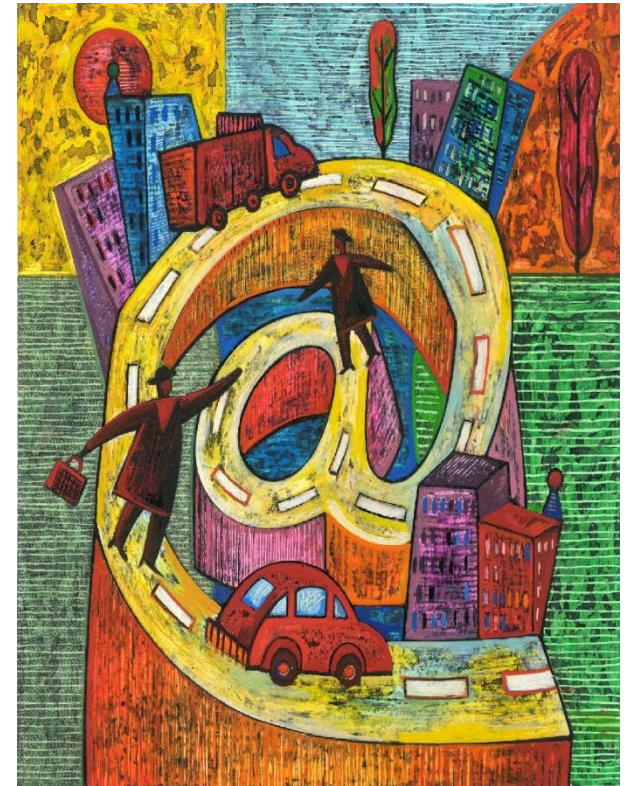
The BA(im) structure and content





Teaching and exams

- Lectures
- Exercise and discussion classes
- Group projects
- Assignments
- Exams
 - Project + oral examination
 - Written open/closed book exam
- Studying at home





Study environment

- Workload
- Student job
- Exchange opportunities - agreements with over 350 partner universities in 47 countries and takes place in the first half of the 3rd year
- BA(im) specific activities: Great intro-program, yearly intro trip, student parties, etc.
- Social activities at CBS: Student cafés, CBS sport, monthly newspaper, student politics, mentor system



Possibilities after BA(im)

- Cand.merc.(it)
- Cand.soc. Politisk Kommunikation og Ledelse
- Cand.soc. Management of Creative Business Processes
- Cand.merc.(kom.) – specific electives
- Cand.soc. Human Resource Management – specific electives

and much more...



Possibilities after BA(im)

- Business Information Architect
- Information Officer
- Information Manager
- Information Process Manager
- Corporate Information Manager
- Content manager
- Internal Communications Manager
- Intranet Coordinator / Manager / developer
- Information Process Designer
- Knowledge Consultant
- Project Manager
- Web Project Manager



Practical information

www.cbs.dk → Undergraduate → Admission → Application process

www.optagelse.dk

Application deadlines:

Group 1: 5th of July at 12 noon

Group 2: 15th of March at 12 noon

Information Management sites

- cbs.dk/im
- baim.dk



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Then what is information management? And what is information?

Michael Wesch, Assistant Professor of Cultural Anthropology,
Kansas State University

<http://www.youtube.com/watch?v=-4CV05HyAbM>



Questions?

Meet the two 2. year
students at the IM booth

- Heidi
- Christina

Monia Sorrels

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