



A prominent Advisory Board

Key parts of our BA programme have been designed in cooperation with a number of national and international companies. In fact, the programme has its own Advisory Board including leading business executives.

Our Advisory Board helps us maintain an ongoing dialogue with the business community and ensures that the programme provides long-term value to future graduates and employers alike.

In addition to being involved in the further development of the profile of the programme, the Advisory Board members are also involved in teaching activities.

Meet the Advisory Board at www.cbs.dk/im

Get to know us

Are you interested in:

- Learning more about the programme?
- Letting a student do a project in your organisation?
- Inviting a student to do an internship in your organisation
- Having an interview with a student?
- Having a meeting with the people involved?

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CBS – where information means business



**Copenhagen
Business School**
HANDELSHØJSKOLEN



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Business School**
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BA in Information Management

CBS UNDERGRADUATE





Your organisation today?

Do you know where and how information impacts your business?

Can all the people in your organisation find and access the information they need to make decisions or do their job efficiently and effectively?

Have you ever calculated what information costs your organisation? Or the cost of having too much or too little information – or just plain bad information?

Do you need to optimise your information processes to create strategic advantage?

Are you looking for a trainee or employee to help you manage information effectively?

The (BA in) Information Management Programme at CBS is designed to prepare students to tackle the informational challenges that confront all modern organisations.

Graduates in Information Management

The graduates' expertise to manage information effectively builds on a wide range of competencies within **information systems, organisational theory,**

The information workers of tomorrow

Graduates of the BA in Information Management programme know how information can be managed to create value and support organisational goals.

Our graduates ensure:

that *information*

- is created and managed efficiently as part of everyday work processes
- flows effectively and reliably into, out from, and around the organisation;
- is valued, maintained, and protected.

that *people*

- can find and access the information they need to make decisions or do their job efficiently and effectively

and that *technology*

- supports cooperation and effective information flow across all functions and geographies of the organisation

communication studies, and philosophy of science. They are trained to carry out independent, problem-oriented **project work,** in delivering project results and in working across disciplines. They also gain hands-on experience during an **internship** with a business company, institution or organisation working with information management issues.

BA in Information Management Profile

Graduates from the BA in Information Management programme are able to:

- Develop information design to support organisational processes
- Build information architecture for business purposes
- Analyse and evaluate how communication and information processes can be optimised
- Develop communication plans and strategies
- Make practical action plans to move forward into organisational implementation
- Manage projects
- Communicate professionally in English

The programme promotes a holistic view of challenges presented by information processes and practices in organisations, and therefore the graduates are also trained in solving cases and problems from a variety of perspectives, drawing on relevant background knowledge and theories from, for example, IT-systems, communication theory and organisation theory.