Competency profile
Information Management profile

0. Introduction
We live in a digital world in which the amount of information available for human consumption doubles every three years. As information users we expect reliable information at our fingertips, continual connection to people wherever they are, and equipment that fits into a top pocket. Whether we are consumers, clients, students, professors, employees or managers, we expect the digital world to work for us.

The concept of information overload is not new, but with the continued growth of digital technology and the plethora of tools and channels for digital communication, the challenge of managing all that information is not getting smaller, and it is increasingly everyone's responsibility to deal with it.

The overall goal of information management is getting the right information at the right time to the right people. Information management helps ease the interaction between an organization's information and the people interested in it.

Organizations depend on information, and they depend on people who can take responsibility for managing information in the digital world. A key challenge is to find out how information can be managed so that it can be used optimally and strategically.

Strategic information management is about the strategic uses and applications of information for competitive advantage. The goal is to turn an organization’s intellectual assets – including recorded information, corporate memory and employee expertise – into greater productivity, increased competitiveness, and increased collaborative efficiency and effectiveness. Strategic information management is based on the perception that information and knowledge are also commodities that have a bottom-line value in the economics of information.

Information Management responds to various challenges facing organizations today. These include:

- improving the strategic use of information in business companies, institutions or organizations
- the need for good information governance
- increasing the productivity and creativity of knowledge workers who work with information
- managing information in networked environments where collaboration, sharing and participation underpin business models.
- Developing information architectures that
1. **Objective**

The MSc Profile in Information Management is a graduate-level, theoretical programme that is an extension programme based on the bachelor’s programme in Information Management.

Its objective is to give students competence to work with information management, strategy development and design of shared information environments, in both public and private companies, and on a global scale.

The profile will enable students to work with complex information-related questions that bridge traditional lines of division within companies. The profile will qualify students to diagnose, analyze, and respond to challenges presented by information management in organizations, and respond to these challenges based on in-depth understanding of the relationship between information, technology, people and organizations, and of the important link between users of information and designers of information systems.

The profile gives students the knowledge and insights to become leaders by obtaining an interdisciplinary and integrative approach to understanding and dealing with the complexities of information management in real-life organizations.

Finally, the programme aims to qualify the student for postgraduate studies, including Ph.D. studies.

To meet these qualification objectives, the programme trains students to investigate the theory and practice of information management from an interdisciplinary vantage point that brings together insights and methods from the social and human sciences.

2. **Professional profile**

The Information Management profile is designed to prepare students to respond to the challenges with information confronting organizations today.

The profile aims at qualifying students to fill positions with a management or specialist perspective within the areas of Information Management and Information Architecture Management, e.g. as:

- Project managers
- Lead Information Architects
- Enterprise information architects
3. Competencies

The competency goals for an Information management graduate may be divided into 3 sub goals: 1) intellectual competency goals, 2) professional/academic competency goals and 3) practical competency goals:

3.1 Intellectual competency goals:
- Ability to think strategically, using analytical skills to transform these to concrete action alternatives.
- Ability to analyze complex problems and ambiguous situations, within the interdisciplinary fields of information management and information architecture.
- Ability to think through whole information design and information management processes, i.e. holistic thinking and integrating concepts and competencies gained through different courses.
- Ability to reflect upon the relations between the theory and practice of information management.

3.2 Professional/academic competency goals:
Based on the knowledge gained, the goal is to provide the IM-graduate with the knowledge, understanding and ability to apply different information-related theories, specifically including theories within Information Science and Information Architecture, as well as areas such as Information Systems, Human-Computer Interaction, and organizational communication.

The IM-graduate should also gain an understanding and be able to reflect and act upon the complex relationships between information, technology and people; an understanding of contemporary issues, trends, innovations and forces for change in information and knowledge practices, as well as the broader political, policy and technological contexts.

An IM-graduate should be capable of
- understanding the information user/creator and her/his mindset
- understanding of how to achieve organizational objectives by creating, sharing and using information
- knowing how and why to build and sustain information ecologies
- designing information architectures and information systems,
• supporting collaboration and participation,
• Contributing to the strategic alignment of IT and business goals, and developing and using information management techniques that will contribute to its optimal and strategic use in business.
• Articulating the value that information management brings to their organization and to the daily work of their colleagues

These skills will be practised through:
• Real-life cases and projects.
• Active student work in groups.
• An advanced project, based on information management fieldwork where students, in cooperation with an organization, develop recommendations for information management action and strategy formation.

3.3 Practical competency goals:
Using her/his strategic, analytical and qualitative competencies, an IM-graduate must be capable of managing information that will create value for the company. On a strategic as well as a tactical level, the IM-graduate must be able to find out which information management activities create and maintain strong policies and practices in the organization, how these activities interact and, based on this, produce an integrated information management plan or policy. Subsequently, the IM-graduate must be able to document the effect of the planned action, either on the company’s bottom line, or on the more intangible results such as user experience, job satisfaction, customer satisfaction, etc.

• Ability to participate and be involved as an individual, at the same time being capable of cooperating with others
• Ability to work in multidisciplinary teams and networks
• Ability to take responsibility and demonstrate leadership
• Ability to communicate with other people, including people with no special knowledge of information processes and practices.
• Demonstrate creative, critical, reflective problem-solving capabilities in the context of their professional roles