

# BA in Information Management – BA IM

---

**The BA IM teaches you how companies work with data and information in a digitalised age. You will develop an understanding of digitalisation and knowledge creation in a business context - and learn how to develop and implement modern information solutions.**

In the ever-changing, digitally connected business world, companies need tools and capabilities to understand and process enormous amounts of digital information. Data must be gathered and analysed in a structured way in order to create knowledge that can be used to reduce risks and take calculated business decisions.

For companies the digital challenge lies not in gathering information as such but in interpreting and making sense of it. Successful businesses need not only to have the right information platforms but also to understand the different forms of digital information available in order to integrate effective knowledge sharing as an important part of how companies operate, learn and innovate.

The structure of the BA in Information Management reflects the different areas you have to understand and the different ways you need to combine these areas in order to help companies adapt to the constantly changing digital challenges.

You will develop a wide range of competencies within organisation theory, information science and communication studies that will help you understand how companies can and must adapt to a wide range of existing as well as developing information platforms covering everything from large, formal information and communications systems to social media. And you will learn how different types of information needs affect how the company has to plan and develop its communication strategies both internally and externally.

There is a clear progression through the three years of study where you will develop your skills in different ways.

## **Year one: Learning the basics**

In the first year of the BA IM, you will develop a fundamental understanding of the different types of digital media and technologies. You will learn how people in companies work together and the role information and communication plays in organising business processes. You will work with each course independently to develop a clear basic understanding of the key areas of information management.

## **Year two: Understanding complexities and learning to design digital solutions**

In the second year of the programme, you will focus on how information managers analyse organisations as well as design and implement digital solutions and interfaces that match the specific needs of companies. This could be in relation to an organisation's overall practices for storing and sharing information - and how those practices have to be in tune with the strategic goals of the organisation. It could also be in connection with gathering and analysing data to be used in business projects and development processes or in connection with developing new and efficient ways for companies to share information and to communicate with customers, business partners or others outside the company. During the second year

you will combine and integrate elements from different areas of study to develop an understanding of the complexities and interrelations within the field of information management – and how to use that understanding to develop and design digital interfaces and environments for business communication and knowledge sharing.

### Year three: Developing new practices

After the third year, you will have gained advanced skills and a deep understanding of how digitalisation and information management can be used to further develop companies and business practices. You will be able to guide organisations to make sense of complex data and information in order to create new knowledge and innovative approaches, which are used to improve the way the organisation works but also how it understands itself and the world outside as a foundation for creating new business opportunities. You will work independently and in cooperation with businesses to develop a deeper understanding of the challenges of making sense of – and learning from – complex data and integrating using those understanding to develop information solutions that support strategic goals and organisational learning in a company.

### Cooperation with companies

The core aspects of the BA IM are designed in collaboration with national and international companies. Throughout the programme, you will have a variety of opportunities for hands-on work, real-life case studies, projects and contacts with companies and other organisations. This collaboration will also give you a realistic view of the different tasks you will be asked to perform as a professional information manager.

### Key areas of study

The courses and projects of the BA IM are centred on three key areas:

- Digital Technologies
- Communication Studies
- Organisation Studies

You will be introduced to each area independently and as the programme progresses they become increasingly integrated and intertwined.

From **Organisation Studies** you will learn to understand what an organisation is and how people work together in companies. We will examine how different professional groups in an organisation have different goals and different needs for data and information – and also how they communicate in different ways. This will help you understand how digital business solutions must accommodate a wide range of needs and how sharing and interpreting data can sometimes be affected by the conflicting goals and perspectives of competing groups.

**Digital Technologies** will teach you about the latest information and media platforms. And about how those technologies can be used to develop practical solutions for gathering, storing, sharing and analysing data. You will learn to design information interfaces that optimally enable a company to learn and develop its business activities.

**Communication Studies** gives you insights into how group work and social interaction fundamentally shape the ways companies work with data and information. You will analyse how teams use digital social media to jointly make sense of data and coordinate their activities. Clear and effective communication strategies are a prerequisite for data and information to be not just organised and available but also used actively to create a shared understanding and shared goals within the organisation.