MASTER’S DIGITAL BUSINESS & INNOVATION

FORMERLY KNOWN AS: BA-IKM INFORMATION & KNOWLEDGE MANAGEMENT

KIN² RESEARCH
The Knowledge, Information and Innovation Research Group
How do emerging technologies contribute to servicing markets and developing new e-business?
How can business be organized in such a way that it creates new knowledge and innovation?
How do whole ecosystems collaboratively create new (digital) innovations?
How can information and knowledge derived from online communities be turned into a competitive advantage?
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Which ethical decisions need to be made in relation to new technologies, such as self-driving cars?
How are we increasingly influenced by algorithms in our daily lives?
TYPICAL DIGITAL BUSINESS & INNOVATION CHALLENGES

- Previous slides showed challenges that people (e.g. managers), organizations and societies meet – especially nowadays in times of digitization.

- These typical and timely challenges are addressed during the various courses of DBI – using both theory and practice.

- For more info: VU.NL/DBI

Meet the business challenges of the digital age
WHAT MAKES DIGITAL BUSINESS & INNOVATION SO SPECIAL?

**Project-based courses:** With involvement of organizations (e.g. ABN Amro, Shell, Philips, hospitals, Deloitte, Rockstart)

**Multidisciplinary:** Combination of various views and perspectives

**Customized approach:** Great programme flexibility, ranging from entrepreneurship to consultancy

**Strong academic emphasis:** With a group of hardworking, motivated students, developing a critical mindset

**Business focus:** Not an IT specialization, but IT affinity in a business context

**Practical relevance and future-orientation:** Most innovative new organizational forms and new forms of technology for business
WHAT IF YOU HAVE A QUESTION ABOUT THE PROGRAMME TODAY?

- Go to this website: https://app.gosoapbox.com

- Add this number in the top cell: 588-143-323 and click ‘join now’

- Pose your own question with (your name): and click on ‘submit question’, so that it pops up on the big screen when I open it

- Or, if you like what someone else already asked: Just click on that same question, so that it ‘ranks’ higher

- Then I will try to address the most important ones today: or I might be able to help out later
app.gosoapbox.com

Join a GoSoapBox Event

Access Code
588-143-323

Join Now

Sign In

Help & Support
Ask a Question

Is there a premaster for DBI? (John)

Submit Question
### Social Q&A

<table>
<thead>
<tr>
<th>Rank</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>How long does it take for graduates to get a job?</td>
</tr>
<tr>
<td>2</td>
<td>What has changed from IKM to DBI?</td>
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<td>1</td>
<td>the new name?</td>
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<tr>
<td>1</td>
<td>Is there a pre-master for DBI? (John)</td>
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</tbody>
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[Go To Instant Polling]
SOME HISTORY ...

- We started in 2006
- The number of students increased gradually: from 14 to 70
- Always a mixture of (pre)masters graduates (including from elsewhere / other fields), international students, and those who did their bachelors (Int.) Business Administration at FEWEB
- We constantly improve courses, update contacts with business and add new relevant courses: that’s why we will now be DBI
  - Input from students, programme committee evaluations, etc.
  - Increasingly professionalizing; including alumni network
  - Link to the market (what business requires)!
DIGITAL BUSINESS & INNOVATION
PER SEPTEMBER 2017

Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Elective 1</th>
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</thead>
<tbody>
<tr>
<td>Digital Business &amp; Information Systems</td>
<td>Working &amp; Organizing in a Digital Age</td>
</tr>
<tr>
<td>Management of Digital Innovation</td>
<td>Elective 1</td>
</tr>
</tbody>
</table>

Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Elective 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethics in a Digital World</td>
<td>Digital Innovation Lab</td>
</tr>
<tr>
<td>Digital Innovation Lab</td>
<td>Elective 2</td>
</tr>
<tr>
<td>Research Design &amp; Methods (6EC)</td>
<td>Thesis (15EC)</td>
</tr>
</tbody>
</table>

Elective 1

One of the following:
- **Business Processes & IT Alignment**
- **Management of Sustainable Innov.**
- **Digital Marketing (MKT)**
- **IBM Watson (FEW)**

Elective 2

One of the following, or other:
- **Digital Consultancy Internship**
- **Digital Entrepreneurship**
How can digital innovations and information systems contribute to the realization of sustainable competitive advantage?

To answer this question this course will consider an organization’s (actual) IS resources in context of digital trends.

Several business cases will be presented and discussed, and business partners will actively participate in the lectures.
EXAMPLE
DIGITAL INNOVATION LAB

- This is a hands-on class, which teaches the innovation process in a digital context. During the course students are given a problem domain, they have to explore this domain and identify a problem within it.

- Further, students have to iteratively develop a solution to the problem. The solution has to entail a digital component (such as 3d printing; Apps; Internet of things; Drones; etc.).

- Problem solving skills and developing creative confidence
EXAMPLE
WORKING & ORGANIZING IN THE DIGITAL AGE

- Implications of (digital) technology for how people work and organize.
- **Work:** Increased mobility, such as digital nomads, and virtuality, such as in online communities or when using robotics in the workplace.
- **Organize:** Emergence of new organizational ‘forms’, such as online communities, sharing economy, crowdsourcing platforms, open and citizen science.

- Students discuss and critically reflect on different theories. They also conduct an empirical study, providing them hands-on experience.
THESES
EXAMPLES OF RECENT TOPICS

• Use and effects of tablets (smartphones, wearables, etc.) in organization X (various organizations)

• Open innovation (Philips) and Networked innovation, using wikis (ASML)

• Web 2.0 and motivations for knowledge sharing (Océ, IBM, ASML)

• The use of enterprise social media in multinational organizations

• Enterprise system flexibility: The role of BPM and BRM (Deloitte)

• Collaboration in crowd-sourcing communities

• Big data and analytics driven innovation

• Discontinuing obsolete legacy information systems...
# DISTINGUISH YOURSELF VIA EXTRA CURRICULAR ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time period</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compete:</strong> CIO competition Rethinc Digital Challenges; real life business cases and working with CIOs</td>
<td>Nov–March Team</td>
<td><a href="http://www.rethinc.nl/en">www.rethinc.nl/en</a></td>
</tr>
<tr>
<td><strong>Study:</strong> MSc Honours Programme (20 ECTS)</td>
<td>Jan–Aug Individual</td>
<td>abri.vu.nl</td>
</tr>
<tr>
<td><strong>Represent:</strong> Student representative IKM in programme committee BA</td>
<td>Whole year Individual</td>
<td>feweb.vu.nl</td>
</tr>
<tr>
<td><strong>Connect:</strong> Ambassadors / Aureus IKM studyclub; building a network (business and alumni)</td>
<td>Whole Year (and beyond) Team</td>
<td>aureus-vu.nl</td>
</tr>
<tr>
<td><strong>Assist:</strong> Various student assistantships (via teachers) and (emerging) social events ...</td>
<td>Depends</td>
<td>We will inform you via bb / email</td>
</tr>
<tr>
<td><strong>Develop:</strong> Career service events</td>
<td>Depends</td>
<td>Career services, watch y2u.be/2yDQ5Px2PhQ</td>
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EXAMPLES OF ENTRY LEVEL POSITIONS IN DIGITAL BUSINESS & INNOVATION

Consultancy
- Business /sales consultant
- IT consultant
- Strategy consultant
- Marketing consultant

Corporates
- Business/data analyst
- Project manager
- Knowledge manager
- IT advisor

Startup
- (online) Marketing specialist
- Owner / CEO

University
- PhD
- Programme manager
ADMISSION

You should have enough business and research methods courses; and then, in the third BSc year:

- Follow the courses
  - Knowledge Management (E_IBK3_KM, period 5) (=innovation mgt course) and
  - Business Intelligence & Analytics (E_IBK3_BIA, period 4) (=IT/IS course)
  - EBE: Quantitative Research Methods III Accounting and Marketing (E_EBE3_QRMAM, period 4)

- Choose DBI topic for Bachelor thesis
  - Non-FEWEB: You can select minor Managing Digital Innovation
  - HBO Graduates: Premaster programme for DBI

For questions, check the STUDYGUIDE on http://www.vu.nl/en/study-guide/index.aspx or contact: toelating.feweb@vu.nl
ANSWER THREE QUESTIONS

- What is your background (in terms of discipline)?
- Where did you take your bachelor’s programme?
- When do you aim to start DBI, if at all?

- Go to this website: https://app.gosoapbox.com
- Add this number in the top cell: 588-143-323 and click ‘join now’
- And fill in the polls to answer the questions
ANY QUESTIONS?

Contact DBI Programme Coordinator

Dr. Maura Soekijad
m.soekijad@vu.nl
Premasterprogramma algemeen:

> 30 EC (studiepunten)
> Duur van het programma 1 jaar
> Binnen 1 collegejaar afronden, geen tweede kans
> Je wordt ingeschreven als premasterstudent in de bacheloropleiding (aanmelding via Studielink)
> Deadline aanmelden premaster: 31 januari (FEWEB)
> Instroom per 1 februari (FEWEB premaster)
Premasterprogramma kosten:

> Tarief voor 30 EC is gelijk aan de helft van het wettelijk collegegeldtarief 2017/2018 (€ 1003)
Instroomeisen en toetsing:

> Instroomeisen: toetsing d.m.v. GMAT (550)
KOSTEN MASTER 2017/2018

> Wettelijk collegegeld is € 2.006,-.

> Instellings collegegeld (niet-EER studenten/Tweede graad)

> Universitaire lerarenopleidingen € 5.800
  ➢ Business in Society en Economics Research (Tinbergen) € 12.000
  ➢ Entrepreneurship € 14.850
  ➢ Geneeskunde € 15.200
  ➢ Tandheelkunde € 20.600
  ➢ Overige opleidingen € 13.300 - € 13.500

> Studenten die starten met een tweede master die valt onder het domein Gezondheidszorg of Onderwijs en voor wie geldt dat de eerste master niet onder 1 van die sectoren valt betalen het wettelijk tarief (€ 2.006,-).
Voor meer algemene informatie:
www.vu.nl/collegegeld of studentenbalie@vu.nl
Of bezoek de stand van de Studie en Studentadministratie op de informatiemarkt (begane grond)

Voor meer opleidingsspecifieke informatie:
WWW.VU.NL/DBI