

MEET THE CHALLENGES OF THE MODERN ECONOMY

MASTER'S PROGRAMME IN BUSINESS ADMINISTRATION

SPECIALIZATION IN
INFORMATION & KNOWLEDGE MANAGEMENT



YOUR PROGRAMME IN A NUTSHELL

The Master's specialization in Information & Knowledge Management is a one-year programme. It is worth 60 credits and it is taught in English. Besides focusing on your own individual studies and attending lectures, you will work in small groups which take an active approach to writing and presenting projects, studying international real-life cases and conducting small-scale research. Each subject is assessed on the basis of individual examination scores and the results of the individual or group assignments. The programme promotes the development of your creative and analytical skills.

The programme is divided into six periods and consists of the

following courses; E-business & Information Management, Knowledge and Innovation Networks, New Ways of Working. Specialization course; Interactive Marketing or an optional course from another specialization. Research seminar 1, Ethics, Research seminar 2. Specialization course; Interorganizational systems or Knowledge Management Scan. Specialization course; E-business development or Capita Selecta. Master's Thesis. During the final phase of the programme, you will organize and conduct an independent scientific research project which will serve as the basis for your Master's thesis.





EXPLORE INNOVATIVE ORGANIZATIONAL AND TECHNOLOGICAL STRATEGIES

WIDEN YOUR PERSPECTIVE ON THE INFORMATION AGE

Managing information and knowledge to improve organizational processes and develop business is essential in the modern economy. That's what the Information & Knowledge Management (IKM) specialization of the Master's programme in Business Administration is all about.

It provides you with a thorough academic understanding of innovative organizational and technological solutions to turn information and knowledge into competitive advantage. You will be called on to think creatively and critically while searching for innovative solutions to the management needs of many types of organizations in both the public and corporate setting. The courses in this specialization focus on the interactions between the individuals, organizations and partners involved in turning information and knowledge into strategic value, and how these interactions benefit from innovative organizational and technological developments. The specialization has both an academic and a practical focus: the emphasis is on conducting research to solve managerial challenges.

A UNIQUE FOCUS

The one-year, English-taught Master's specialization in Information & Knowledge Management focuses on the value of new organizational forms (online communities, virtual organizations, networked organizations) and emerging technologies (new e-business applications, social media, augmented reality, virtual worlds) in organizing and creating business.

ACADEMIC EMPHASIS

The programme presents you with a rigorous academic challenge and is ideally suited to high achievers. The emphasis is on developing and using new theoretical insights to solve practical challenges.

PRACTICAL RELEVANCE

The Information & Knowledge Management specialization teaches you how to conduct research and use academic findings to cope with managerial challenges. Most of the research is encapsulated in joint projects that are carried out together with companies. Recent projects have been completed with companies such as Philips, Rabobank, IBM, Ordina, KPMG, Secondlife, eBay, Marktplaats, Randstad and Planet Internet.

DYNAMIC TEACHING

Our teaching staff are young, enthusiastic and provide an ideal combination of scholarship and hands-on experience. Tuition generally takes place in small groups, which ensures that you receive personal attention and have the freedom to express your views.

STRATEGIC LOCATION

Situated in Amsterdam's Zuidas business district, VU University Amsterdam is strategically placed at the very hub of the business services sector. The area is home to large and medium-sized financial services and IT companies, as well as employment agencies, haulage contractors and consultancy firms, all of which bring extra dynamism to the programme.

INFORMATION MANAGEMENT

Organizations collect and process information on competitors, customers and suppliers via channels such as websites, social media, mobile networks and physical stores. How can you use this information to support managers in making decisions and achieve the best business results?

KNOWLEDGE MANAGEMENT AND KNOWLEDGE SHARING

Organizations search for effective means to manage and supervise the creation, transfer and application of knowledge within and between organizations. What factors influence knowledge sharing and collaboration in public and corporate settings?

E-BUSINESS DEVELOPMENTS AND NEW MEDIA

Social media and new e-business applications offer a variety of business opportunities. How can you use emerging information and communication technologies to optimize existing business, to develop new business or to create a competitive advantage?

INTERACTIVE MARKETING AND NETWORKS

Web-based information technologies help us develop a more thorough understanding of customers and markets. New organizational forms help us to share knowledge with customers, employees and partners. What kind of organizational forms are best suited to meeting the challenges posed by the modern economy and how can web-based information technologies help us meet these challenges?

A CLEAR-CUT APPROACH TO AN INTENSIVE, MULTI- DIMENSIONAL WORLD

This Master's specialization will provide you with a firm understanding of the challenges posed by the increasingly knowledge-intensive nature of organizing and developing business. It will help you appreciate the value of innovative organizational arrangements and emerging technologies in meeting these challenges. The field of information and knowledge management is by definition multidisciplinary. It involves insights and practices from Management Studies, Information Systems, Strategy, HRM, Marketing, Innovation, Technology, Psychology and Sociology. In the programme, you will focus on a broad range of information and knowledge processes, both internal and external to the organization.

The programme has a logical structure: from broad-based knowledge in the compulsory courses to more specific knowledge in the specialization courses. The emphasis shifts from theory in the beginning to actually conducting and reporting on research as the programme proceeds. To maintain flexibility, you will be given the opportunity to compile parts of your own programme by choosing specialization courses in three out of six periods.

As a graduate of the specialization in Information & Knowledge Management you will have:

- Insight into the business implications of the increasingly knowledge-intensive and information-intensive character of the modern economy;
- The ability and experience to analyse and solve problems related to the use of information and knowledge in organizing and developing business;
- An understanding of the role and impact of new organizational forms and emerging technologies for business and management;
- A broad and in-depth knowledge of the managerial value of relevant theories and current developments in the domain of information and knowledge management;
- A thorough knowledge of the methodologies used in research in the field of information and knowledge management;
- The ability and experience to independently develop, conduct and report on research to address the relevant academic and practical questions in the field of information and knowledge management, combining practical relevance and academic rigor.



ROXANE FADEL, MASTER'S
STUDENT OF IKM


"There is a lot of student-teacher interaction in the Master's in Information & Knowledge Management and the approach is far more personal than you might expect from a large university. I am very pleased that many of our teachers come from the business world. It means that we have the added advantage of utilizing their existing networks. Thanks to the great balance between theory and practice, I will not only possess the academic knowledge I need as a graduate, but I will also be thoroughly prepared for the business world."

LOOKING FURTHER?
WWW.VU.NL/PROGRAMMES

WIDEN YOUR PERSPECTIVE WITH INTERNSHIPS

Devoting part of your studies to research projects in which you work together with external organizations is a good way to prepare yourself for the job market and to expand your network. We have joint projects with organizations such as Philips, ABN AMRO, Rabobank, Twynstra Gudde, Ordina, Accenture, Océ, Basell-Shell, Mammoet, SNV, Novay and Rijkswaterstaat, to name but a few. Together with these organizations, we address fascinating questions such as:

- What are the organizational consequences of the rise of social media?
- 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 can information and knowledge derived from online communities be turned into a competitive advantage?
- How can environments for online collaboration be used to optimize the exchange of ideas, news, inspiration and knowledge between an organization and its partners?
- How can information technology be used to deliver an optimal customer experience?



GEERT FABER,
MASTER'S STUDENT OF IKM

"This Master's focuses on recent scientific research and interesting business cases. The classes are a combination of individual and group assignments, class discussion and presentations by professionals in the field. The academic approach and expertise of the lecturers have provided me with in-depth knowledge of Information & Knowledge Management, while the small-scale approach and accessibility of the supervisors were a great support in finishing my Master's." You will be able to take additional specialization courses in Period 5. We will provide you with a list of optional courses in the area of Transportation & Supply Chain Management at VU University Amsterdam and at other universities.

**LOOKING
FURTHER**

The relevance of managing information and knowledge to improve organizational processes and develop business continues to grow. You will find yourself in the enviable position of being able to choose from a wide range of jobs at many kinds of companies. We have alumni working for organizations such as IBM, Accenture, KPMG, TNT, Deloitte, Quint Redwood Wellington, PWC, Ordina, CapGemini, LinkIT, ABN AMRO, Philips and eBay. Our graduates have gone on to take advantage of a wide variety of career opportunities. Some have become business consultants, IT consultants, business analysts, strategy consultants, project managers, marketing consultants or knowledge managers. Others have successfully started their own businesses. A significant number of graduates have gone on to obtain a PhD and embark on an academic career.

ADMISSION REQUIREMENTS

- Applicants who have gained a Bachelor's degree in Business Administration, Economics or Econometrics and Operations Research at VU University Amsterdam will be admitted automatically to the Master's programme, provided that they have taken the relevant electives.
- Applicants with at least a Bachelor's degree from another accredited university will be admitted if they have a specialization in Business Administration, evidenced by thorough knowledge of the standard literature. Please check our website www.feweb.vu.nl/masters for an up-to-date list of the required literature.
- Applicants with at least a Bachelor's degree in another specialization from VU University Amsterdam may be admitted to the Master's but, depending on their degree, they will be required to take extra courses with a minimum of 30 credits. In that case, their programme will take at least a year and a half to complete.
- Please visit www.feweb.vu.nl/masters for information on application and the registration procedure.

PROFESSOR HAN GERRITS,
FACULTY OF ECONOMICS AND
BUSINESS ADMINISTRATION

"The rapid emergence of the Internet and related technologies has led to a clear need for a scientific approach to applying these tools. Effectively managing information and knowledge is becoming one of the most important competencies for organizations in both the public and private sector. This Master's specialization provides students with a solid foundation for becoming a key player in this exciting and fulfilling field."

LOOKING FURTHER?
WWW.FEWEB.VU.NL/MASTERS

MORE INFORMATION

[WWW.FEWEB.VU.NL/
GRADUATESCHOOL](http://WWW.FEWEB.VU.NL/GRADUATESCHOOL)

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WWW.VU.NL/PROGRAMMES

For general information about
studying at VU University
Amsterdam

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IN MARCH!**

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ABOUT THIS MASTER'S**