



A new one-year full-time programme that provides graduates with an international perspective on the application of ICT in solving business problems

## PROGRAMME OVERVIEW

The School of Computing is to launch a new one-year full-time European M.Sc. in Business Informatics in September 2005. This innovative programme will equip graduates of computer science or comparable disciplines with an in-depth understanding of the business applications of information and communications technology (ICT), and how it interacts with business strategy, both within an Irish and a European context.

Business Informatics is a discipline widely recognised in continental Europe, and the term is becoming increasingly common in English-speaking countries. While broadly similar to Information Systems, it has a greater emphasis on technical issues, including both Information Technology and a structured approach to modelling and analysis of business processes and problems.

Over the course of the European M.Sc. in Business Informatics, students will learn how to frame a successful information strategy for business, and how to develop it with the use of ICT. They also acquire an appreciation of the main cultural issues impacting on business operations in European markets. Students will spend at least three months following completion of their taught modules working on a major practical project abroad, thus exposing them first-hand to international business information systems theory and practice.

### Broad Career Opportunities

The international focus of the European M.Sc. in Business Informatics will make graduates particularly sought-after in an increasingly global ICT marketplace. Graduates will be equipped to undertake a wide range of roles in areas such as information manager, system and business process analyst, information system architect or IT manager. Companies with which they might expect to find employment include those heavily dependent on information and computing technology, such as financial services firms, insurance companies, healthcare and public service enterprises or international corporations. Here they can act as information system architects between enterprises' business requirements and their IT solutions. In addition, graduates will be prepared to take on challenging research positions in industry and academia.

## COURSE OUTLINE

The European M.Sc. in Business Informatics is designed to be completed in one calendar year of full-time study. It consists of two taught semesters followed by a practical project, referred to as a *practicum*, completed between May and September. This practicum will consist of a research project or work experience in a European country, and it will be supervised by academics in the local university.

Over the first two semesters, students will take a set of interdisciplinary modules which will provide them with a conceptual and practical understanding of how to effectively design, implement and manage business processes and information systems for maximum value in organisations.

### Strong International Perspective

The practicum is a key feature of the programme, as it will allow students to draw on the theoretical knowledge gained over the taught element and to apply it in a practical setting. Conducted in another European country, it will see students conducting research into real-world business problems related to IT. Projects may be sponsored by external clients or involve some of the students' or staff's own ideas. Their focus may be:

- **Theoretical:** examination of current issues in Business Informatics
- **Observational:** surveys of current practice or intentions
- **Practical:** investigation of specific industrial problems and proposal of solutions
- **Co-operative:** based on work experience in a co-operating company

The practicum will provide course participants with invaluable practical experience of the similarities and differences that characterise work practices, communication, business processes and information systems in distinct marketplaces. In exceptional circumstances, there will be an option for students who are unable to undertake the practicum to obtain the qualification of Graduate Diploma in Business Informatics.



DCU's European M.Sc. in Business Informatics has a strong international focus, culminating in students spending the summer months undertaking a research project or work placement in a European country.

## Focus on Industry-Relevant Skills Development

In addition to gaining a breadth of knowledge across a range of business information systems and business process-related subjects, this programme will provide students with the opportunity to hone their transferable skills, giving them a distinct professional advantage. Innovative teaching methods, including case studies, presentations, seminars, guest lectures and team projects, will facilitate integration of the theoretical and practical aspects of the programme. They will also allow course participants to hone vital employment-enhancing skills in areas such as communication, research, team-working and critical thinking.

## ENTRY REQUIREMENTS

Candidates must have, as a minimum, an Upper Second Class Honours degree in Computer Science, Computing, Computer Applications, or a Science or Engineering degree with a significant IT component. Applicants should have a strong technical background in software development. Candidates with equivalent qualifications

from countries other than Ireland are also encouraged to apply. Additionally, candidates with significant experience in the software development sector, in addition to an Honours primary degree in some other discipline, may be considered for entry.

While a language qualification is not a requirement, students should bear in mind the practicalities of living and working abroad for three months. In many cases, the work can be conducted through English, and English-speakers can manage successfully in most European cities. However, an understanding of the local language will make the experience more enjoyable and rewarding.

## CLOSING DATE

Closing date for receipt of applications is Friday, July 27<sup>th</sup> 2005.

## INDICATIVE PROGRAMME STRUCTURE

<b>Semester 1</b> (October to December)	<ul style="list-style-type: none"><li>• Research Skills</li><li>• Information System Architecture</li><li>• Structural Science</li></ul>	<ul style="list-style-type: none"><li>• Business Process Management</li><li>• Business Studies</li><li>• Strategic Management of Information Technology</li></ul>
<b>Semester 2</b> (February to April)	<ul style="list-style-type: none"><li>• Supply Chain Management</li><li>• Project Management</li><li>• Managing and Working in an Intercultural Environment</li></ul>	<ul style="list-style-type: none"><li>• Regulation in Information Systems</li><li>• Sectoral Applications of Information Systems</li><li>• Managing Change</li></ul>
<b>Summer</b>	<b>PRACTICUM &amp; DISSERTATION</b>	

## FURTHER INFORMATION

Further information is available on our Website at:

[www.dcu.ie/computing](http://www.dcu.ie/computing)

or by contacting us at:

[embin@computing.dcu.ie](mailto:embin@computing.dcu.ie)

Tel: (01) 700 8608

To apply for this programme, visit the central Postgraduate Applications Centre at

[www.pac.ie](http://www.pac.ie)

to complete an online application

## FEE SUPPORT

This programme is financially supported by the Higher Education Authority. This means that most European Union students pay only a small portion of the annual fee, amounting to approximately €1,200. For details, including fees for non-EU students, see our Website.

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