

# Specialization

## Information & Knowledge Management



**Specialization of the master's programme in Business Administration**

[www.vu.nl/programmes](http://www.vu.nl/programmes)

A wider perspective

VU University Amsterdam



**Innovative organizational  
and technological  
strategies for managing  
information and  
knowledge processes to  
meet the challenges of  
the modern economy**





"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 the expertise of the lecturers 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."

Geert Faber, Master's student of IKM

## IKM: Focus on innovative strategies in managing information and knowledge processes

Effectively managing information and knowledge processes is an essential condition to meet the challenges organizations face in the modern economy. That's what the Information & Knowledge Management (IKM) specialization in the Master's programme in

Business Administration at VU University Amsterdam is all about.

### Information management

Organizations collect and process information on competitors, customers and suppliers to support management decision-making. How can these information processes be managed effectively for optimum results?

### Knowledge management and knowledge sharing

What are effective means for managing and supervising the creation, transfer and application of knowledge within and between organizations? What factors influence knowledge sharing and collaboration in the public and corporate setting?

### E-business developments and New Media

Web 2.0 and Enterprise 2.0 applications can enhance the application of knowledge and innovation in organizations. How can information and communication technologies be used to develop new business or to create a competitive advantage?

### Interactive marketing and networks

How can we better understand the potential of information and communication technologies to help us develop a more thorough understanding of customers and markets? What kind of organizational forms are best suited to meeting the challenges posed by the knowledge economy and how can technologies contribute to these new organizational forms?

### Knowledge networks & innovation

What factors influence knowledge sharing and innovations within and between organizations? How are innovation processes organized and managed within and between firms, and what is the role of technology in the emergence of these processes?



“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.”

**Roxane Fadel, Master’s student in IKM**

### **IKM: Turning in-depth understanding into cutting-edge solutions**

The Master’s specialization in Information & Knowledge Management provides students with a thorough academic understanding of the new organizational and technological challenges in managing information and knowledge processes. Students

are called on to think creatively and critically while searching for innovative solutions for 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 these processes – and how they relate to organizational and technological characteristics. The specialization has a strong academic focus: the emphasis is on studying and refining theory and conducting research.



“Due to the increasingly distributed and networked nature of today’s knowledge-intensive organizations, traditional organizational theories fall short in understanding present and future managerial challenges and opportunities. The Master’s specialization in IKM helps prepare students to cope with innovative organizational themes, both as a practitioner and as an academic researcher.”

Professor Marleen Huysman, Department Head of Knowledge, Information and Networks

Unique, excellent, relevant Information & Knowledge Management at VU University Amsterdam

### Unique focus

The one-year, English-taught Master’s specialization in Information & Knowledge Management focuses on the most promising new organizational forms (online communities, virtual organizations, networked organizations) and new forms of technology (new e-business applications, wikis, blogs, virtual worlds).

### Academic emphasis

The programme presents students with a rigorous academic challenge and is ideally suited for high achievers. The emphasis is on theory and research.

### Practical relevance

The Information & Knowledge Management specialization teaches students how to design and conduct research that has a high degree of practical relevance. Most of this research is encapsulated in joint projects that are carried out together with companies. Recently, research projects have been completed with companies such as Philips, Rabobank, Secondlife, eBay, Marktplaats, IBM, Randstad and Planet Internet.

### Dynamic teaching

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



### Your programme in a nutshell

The Master's specialization in Information & Knowledge Management provides students with:

- Insight into the business implications of the increasingly knowledge-intensive and information-driven character of

the modern economy;

- An understanding of the role and impact of new forms of information and communication technologies for organizations and management;
- An academic attitude towards the analysis of information and knowledge processes within and between organizations;
- Broad and in-depth knowledge of relevant theories and current developments in the domain of information and knowledge management;
- A thorough understanding 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 using appropriate methodologies to address the relevant academic and practical questions in the field of information and knowledge management, combining practical relevance and academic rigour;
- The ability and experience needed to analyse and solve problems related to the management of information and knowledge processes in organizations.

The Master's specialization in Information & Knowledge Management is a one-year programme. It is worth 60 credits and it is taught entirely in English. Besides focusing on your own individual studies and attending lectures, you will work in small groups based on activating learning methods where you learn to write and present projects, study international real-life cases and conduct small-scale research. Each subject is assessed on the basis of individual interim examination scores and the result of the individual or group assignment. The programme promotes the development of creative and analytical skills.

The programme is divided into six periods and consists of the following courses:

- 4.1 E-business & Information Management
- 4.1 Knowledge and Innovation Networks
- 4.2 New Ways of Working
- 4.2 Specialization course: Interactive Marketing or optional course from another specialization
- 4.3 Research seminar 1
- 4.3 Ethics
- 4.4 Research seminar 2
- 4.4 Specialization course: Interorganizational systems or Knowledge Management Scan
- 4.5 Specialization course: E-business development or Capita Selecta
- 4.6 Master's Thesis



"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 satisfying field."

Professor H. Gerrits, Faculty of  
Economics and Business Administration

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. You will benefit from the close

supervision of our expert staff while you write your thesis.

**A job as...  
a consultant,  
an analyst  
a researcher...**

Information, knowledge and online technologies continue to grow in importance for all organizations. Graduates will find themselves 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 taken up many kinds of positions.

Some have become business consultants, IT consultants, business analysts, strategy consultants, project managers, marketing consultants or knowledge managers. A number of our alumni have successfully started their own businesses. Furthermore, and in accordance with the academic emphasis of this specialization, a significant number of our alumni have gone on to earn a PhD and embark on an academic career.

# If you would like to know **more**

Please visit [www.vu.nl/programmes](http://www.vu.nl/programmes) for:

- Detailed programme information
- Admission requirements
- Information on application and registration
- Career perspectives

Or contact the faculty for more information about the programme:

Study Advisors

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E [studyadvisor@feweb.vu.nl](mailto:studyadvisor@feweb.vu.nl)

I [www.kinresearch.nl](http://www.kinresearch.nl)

International Student Relations (degree students)

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For general information about VU University Amsterdam

Please phone us at +31 (0)20 598 5000 (Monday – Friday, 9:00 to 17:00).

You may also e-mail us at [study@vu.nl](mailto:study@vu.nl). Read more about VU University

Amsterdam at [www.vu.nl/programmes](http://www.vu.nl/programmes).

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(Meeting).

