IT University
of Copenhagen

Copenhagen, 1 November 2010

Employers' Panel meeting 7 October 2010 at the IT University

Panel: Søren Damgaard (IBM), Helene Venge (Helene Venge Management Consulting), Peter Plantener (Plantener Management), Jan Larsen (Danske Bank)
ITU: Mads Tofte, Jens Christian Godskesen, Randi Markussen, Jeanett Grau Engstrøm.

Report on ITU action arising from the previous Employers' Panel (part time degree programmes):
- Diploma in IT
- Master in IT in Software Construction
- Master in IT in IT Management and Strategy
- Master in IT in Organisation and Implementation
- Master in IT in Interaction Design and Multimedia
- Master in Healthcare IT

Feedback on ITU action arising from previous Employers' panel meeting (part time degree programmes):
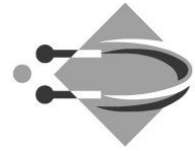
In general for all part time programmes:

The panel suggested to look into the possibilities of doing summer schools and short courses. The university has had its focus on the bachelor programmes for some time and therefore extra resources have not been allocated to part time programmes.

Summer schools have been discussed and the responsible for the programmes think it is a good idea that should be elaborated. Energy will be put into developing the area and hopefully it will be possible to do one or two courses in the summer 2011 within the field of design and software. A model with "ordinary" courses (i.e. not "indtægtsdækket virksomhed") has been discussed - this will make it possible to offer summer schools to MScr students (kandidat studerende) as well.

Short courses (indtægtsdækket virksomhed) offered to external stakeholders have also been discussed, but unfortunately resources for this type of activities are lacking for the time being.

Industry engagement:
Preliminary meetings have been held with ITU's communication department so that the degree programme can put its interaction with a sub-set of the industry panel on a firmer basis. We plan to start this work in October, 2010.

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Diploma studies

The panel approved the suggested standardization of the programme. The standardization has been made in order for employers to know the exact content of the programme.

The study reform with three specializations is being implemented as quickly as possible with respect to the administrative challenges.

Management & Strategy, Organisation & Implementation

An analysis of the candidates' experience was recommended. We do not yet have enough candidates who can assess the experiences, but the recommended analysis will be reconsidered next year.

More focus on Change Management was also recommended. The subject is already included in the course "Personal Management & Change Management" and following the recommendation, the subject is an important part in the new course "Advanced Organizational Theory".

Interaction Design and Multimedia

The suggestions to change the status of "usability" and "target-group analysis" are duly noted. The suggestions to strengthen the coverage of intellectual property issues in connection with the commissioning, creation, distribution and use of interactive multimedia require collaboration with other Master degree programmes. It also requires further discussion with the candidate programme DDK (Digital Design & Kommunikation).

There has been a general strengthening of technical competencies so that interaction designers can work effectively with other professionals in interdisciplinary groups to come up with solutions that work.

Coverage of business models has been included in the "Concept development" course.

The IT Project Management module contains strands for both those interested in Information Systems and on Interactive Digital Media. There have been two guest lectures on managing virtual project teams (IBM and Accenture) both of which are available as podcasts, and there is brief coverage of media outsourcing (games, animation) to China and the implications of this kind of development.
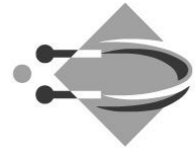
The panel made a relevant point about competence bottlenecks. As these tend to be short-term in nature, a solution could be to maintain the current broad scope of competencies and make more focused use of examples for the media market (i.e. examples addressing smartphones and tablets, the development and integration of apps for social media and B2B markets). The underlying interaction design models are broadly applicable across multiple domains.

Healthcare IT

An effort was made in accordance with the resources allocated to the marketing of the programme before the first deadline for application (15 May). Unfortunately, only 6 students applied and it has been decided to phase out the programme.

Initial discussions about later revival of some courses (for instance "organizational implementation") under the line"Organisation & Implementation" have taken place among the programme managers

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Global Business Informatics
Head of programme Randi Markussen presented the new bachelor programme
"Global Business Informatics". The terms of reference were to focus on the idea
of process and the idea of globalization as an academic field and as educational
practice: Global interactive cooperation with other universities.

The programme is taught in English. The academic profile combines from
computer science an introduction to IT foundations, business process modeling
and databases, and from the social sciences and the humanities on the one hand
contemporary approaches to technology and social practice, CSCW (Computer
Supported Cooperative Work), STS (Science, Technology Studies), and on the
other hand 'state of the art' in business disciplines such as information
management and enterprise systems, IT project management, IT-enabled
process improvement, IT-enabled supply chain management and IT governance
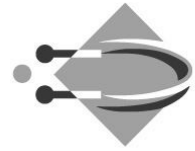and quality management.

The panel was happy with the decision of teaching the entire programme in
English in order to make globalization and global interaction a very essential
part. Additionally, the programme expects student mobility to take place in the
fourth or fifth semester, and a fruitful discussion about guidelines for credit for
exchange at the GBI took place. Since the composition of the programme is quite
unique, Randi expressed that at present we are inclined to look at applications
for credit transfer with largeness. She also explained that even if it does not
appear in the overview of the structure of the programme at this point, the group
is working on setting up virtual interaction with other universities in some of the
courses.

We had asked the employers panel to come up with suggestions for relevant
global/international students activities and projects in collaboration with business
and industry.
The panel suggested that a list of specific competencies regarding business
process modeling and process improvement skills is elaborated in order to
articulate the students' competencies to potential employers as well as potential
students. The GBI team will take step to elaborate such a list for the use of
potential employers and for potential students.
The panel also emphasized that intercultural understanding, an open minded
attitude, and respect for alternative solutions are important to learn. Randi
supplemented that the challenge not least is to understand interaction processes
among various cultures and people with different backgrounds.
A discussion about the students' project work took place. Five courses include
project work in collaboration with business. The panel suggested projects such
as; analysis of "real life" projects, definition of best practice via "real life"
projects, model for global it projects, joint venture in relation to sub-suppliers,
subjects for useful collaboration (for instance applications, help desk,
supervision), analysis of concrete processes (e.g. specification requirements),
business process analysis.

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Another model was also mentioned; case model using a small number of organizations for all student projects. A discussion took place concerning the students' academic level and basis for doing project work. The demands to the outcome of the project work will of course be aligned with the specific semester both concerning content of the subject and progression in the programme. The students are expected to take active part in establishing contact to relevant organizations by default, but they can also count on assistance from ITU if needed.

Finally, the global dimension was considered from various angles. The panel recommend that students have focus on the many aspects of globalization when doing project work. For instance by establishing groups across nationalities. The elements of the global/international dimension was discussed based on language, culture and geography among other things.

Discussion of the future organisation of the work of the Employers' Panel
The meeting was very productive even though only four members of the Employers' Panel attended.
This, combined with the high number of cancellations and "no shows" to the meeting, gave rise to a discussion of the future organisation of the work of the panel. It was decided that Mads Tofte will solicit input from panel members and then make sure that the organisation of the work is adjusted accordingly.

For now, all panel members are kindly reminded of the calendar reservations for 2011: on **February. 23, 2011**, and **October 6, 2011**, both from 4pm to 7pm.

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