



## Courses taught in English at the Faculty of Economic Sciences

<b>Module No.:</b> M.WIWI-BWL.0092  <b>Title:</b> Global Sourcing of Business and IT Services	<b>Credits:</b> 6
<b>Course Content:</b> Advances in information and communication technologies enable firms to leverage expertise globally. Increasingly, sourcing and deploying expertise beyond the boundaries of the firm is considered an important part of business strategy. Firms are increasingly using digital technologies to create and extend relationships to execute business processes. As a result, global sourcing of information technology (IT) and IT enabled business process services are emerging as keys to increasing efficiency and competitiveness in the global economy. While global sourcing in manufacturing and logistics operations has been a part of business strategy for many years now, the trend in global product development and services delivery models enabled by IT is more recent. Firms are seeking not only cost savings (cost focus) from service providers, but also improvement in business processes (operational improvement focus), active engagement in co-creation of unique value (business performance focus), and access to the technical talent (new product development focus). In the high growth market for IT and business process outsourcing (BPO) services, firms that provide these services are facing a number of challenges including high attrition, lack of adequate talent, shrinking profit margins, and rising wages. For firms using the IT and business process services and creating an extended digital enterprise, they are well advised to also consider the risk factors and realistically estimate both short and long term benefits. Indeed, cultural and geographical distances between members of multi-national, globally distributed networks could also pose a myriad of risks. In this course we will study the drivers of the globalization of IT service delivery along with the managerial and technological issues related to managing the global sourcing of information technology and business process services.	<b>Course Type:</b> Seminar

<b>Recommended Prerequisites:</b> Informationsmanagement, Kenntnisse über IT-Beschaffungsmanagement	<b>Exam:</b> Written report about a case-study and actively taking part in the discussion about the results presented in the seminar

<b>Recommended Semester:</b> 1-4	<b>Cycle:</b> Once (summer term 2014)
<b>Literature:</b> Will be provided in the course	<b>Lecturer:</b> Prof. Balaji Rajagopalan, Ph.D. Prof. Robert Wayne Gregory