



Syllabus of Module

7. Data Analysis, Information Management

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Module Annotation

Data analysis and information management is a very important discipline at the current time of digitisation and automation in organisations of all sizes. Many are aware of this need and importance, because the correct use of information is a key competitive advantage for an organisation.

Module Objective

The aim of this module is to acquaint the course candidates with individual approaches and “best practices” in the field of information management, data analysis and their further use in decision-making in the organisation.

The basis for understanding any discipline is to achieve consensus in understanding the content of elementary concepts. In the field of information management and data analysis, we will become acquainted with the basic key concepts in this domain, although these are very frequent concepts, their content, exact meaning and also the relationships between them are often not obvious to many experts or managers of the organisation itself.

There are two extreme cases of information management within an organisation:

- The organisation manages its information only intuitively and through the experience of only a few individuals, who in many cases are not even sufficiently educated in this discipline.
- The organisation implements or uses one or more robust systems, within which it processes a number of data, but the use of information for correct decision making is very complex and intricate.

Both cases have one common feature, which is that in neither case does the organisation have the correct and meaningful information of sufficient quality for strategic decision-making.

In this course, we will become acquainted with individual views and approaches on how to handle data and information correctly, in order to use them effectively.

We will discuss information management in greater detail and become acquainted with all activities such as organising, searching, acquiring, securing and maintaining information in the organisation. We will focus on the control information directed both inside the company and outside.

Purchasing information and data is also an integral part of information management, we will present individual possibilities of how to purchase services and whether these methods are suitable for our selected activity. In this way, we will become acquainted with the individual forms currently used to purchase IT services and we will review their advantages and disadvantages for specific use.

The course participants will learn about the discipline called “knowledge management”, learn practical information about knowledge management from various perspectives (technological, managerial, organisational, implementation, etc.) and about the process of introducing knowledge management to a company or other organisation.

Literature

1. BUREŠ, Vladimír. Znalostní management a proces jeho zavádění. Prague: GRADA, 2007, 216 s. ISBN: 978-80-247-1978-8
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3. VOŘÍŠEK, Jiří, POUR, Jan. Management podnikové informatiky. Prague: Professional Publishing, 2012, 331 s. ISBN 978-80-245-1440-6
4. VOŘÍŠEK, Jiří. Principy a modely řízení podnikové informatiky. Druhý dotisk 1. vydání. Prague: Oeconomica, 2011, 446 s. ISBN 978-80-245-1440-6

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