

# TOMAS BATA UNIVERSITY IN ZLÍN

## Faculty of Management and Economics, IEIS Department

### **THE ROLE OF INFORMATION MANAGEMENT AND ICT IN UNIVERSITY EDUCATION**

Pavel ROSMAN, Ladislav BUŘITA

#### **Abstract**

The paper summarizes the experiences of the tuition in the information security issues at Tomas Bata University in Zlín and the University of Defence in Brno. The paper presents approaches aimed at developing the effectiveness in increasing students' knowledge and analyses one of aspects – the importance of the role knowledge management in course for students. The process of integration on this issue have been taken in steps of information management that involves information sources, instructions for students, organization of education, communication between lecturers and students, and administration of the study results. The experience of teaching and students' knowledge assessment are included. There are presented some research results of activities in the field of information management and options for future developments of the courses are proposed.

#### **Computer Science for Economists Course**

The Computer Science for Economists (CSE) course might serve as an example, when a whole range of literature is available on the market as well as plenty of interactive courses on the Internet. The main objective of the course still lies in providing an overview of modern ICT, with regard to all the necessary components of information systems and applications, including their essential characteristics. Furthermore, we were interested in the student attitude to this type of education, including the willingness to invest money in it. General views on the acquisition and development of computer and information literacy have been changing in the course of history and still differ.

At the beginning of the semester, the students use the university information system STAG (<http://portal.utb.cz/wps/portal/>) to enrol in courses and chose particular seminars and practical exercises in laboratories. Thus they optimize their own study schedule. Important study materials, assignments, lectures and seminar topics are posted on the FaME education portal. Students access their study materials in the distance learning courses in the Moodle LMS at portal *Výuka* (<http://vyuka.fame.utb.cz/>), including course books and guidelines for exercises in laboratories. Furthermore, students have at disposal a large number of sample documents created in Office Automation, and thus they can compare their products to the standards. Communication between teachers and students of both study forms is performed through the CSE portal (<http://ipe.fame.utb.cz/>). The objectives and description of the course are stated on the university portal in the course syllabus. As a unifying requirement for achieving a measurable level of knowledge and practical skills might serve, for example, the requirements specified for earning the ECDL.

As educators, we feel the need to comment on this situation, to address some of the issues and to express our view on this problem of university education. Let us present the results of the recent research on whether the current form of the CSE fulfils the expectations of the undergraduates. Based on the evaluation of a questionnaire survey, student opinions on teaching, conducting instruction, approach to testing and ways of examining were gained. The responses were statistically processed, analyzed, and will be used to further improve the preparation, content and instruction of the course.

#### **Research on the innovation of approaches to teaching Computer Science**

In the 2011/2012 academic year, over 600 students were admitted to the FaME, TBU in Zlín. The real numbers are: 446 full-time students, 154 part-time students and 4 life-long learning students. The aim of the course is to provide students with a recent overview in the field of modern ICT. The course is compulsory for the first-year students of Bachelor's study program at the FaME, both for full-time and part-time students. The course is intended to further broaden the knowledge and skills in the field of ICT, especially to consolidate them and reach the level required by the university (students have different levels when entering the FaME, since they come from various types of secondary schools).

Authors of the paper have been in charge of the CSE course at the FaME for many years. There is a sustained increase in the number of students in the first year of Bachelor's study program. Our stand to the question raised above is based on the results of a short survey conducted among students of full-time and part-time (combined) form of study at the FaME, TBU in Zlín. The research was carried out at end of semester the academic year 2011/2012.

#### **Conclusion**

Knowledge is the current source of competitive advantages; managers have to realize that until they don't start managing the knowledge process of their company, they are living in the information economy which is already part of the past. Although the paper does not cover of all aspects of the Computer Science for Economists course at CSE course at TBU in Zlín in favor of enterprise computer science, it presents the basic framework schema of teaching and experience of tutors. The next stage of the research is to be carried out in the 2012/2013 academic year. It will focus on finding the opinions of the guarantors and educators who are in charge of selected follow-up courses, or the courses which draw upon the above-mentioned course, assuming a certain degree of information competence. The overall results of the research will be published.