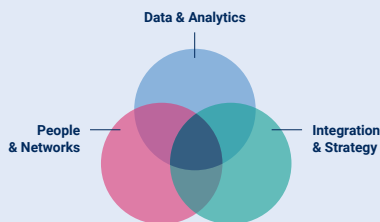# Information and Knowledge Strategy

Strategic use of data and information in management

IKNS Portrait

Whether you are an analyst or CEO – in the private sector, NGO or a nonprofit – you have at your fingertips a deluge of data and fast evolving analytical tools to gather intelligence about your own organization, your partners and competitors, and your customers. But how do you separate the signal from the noise? How do you use both the data and the human talent in your organization to arrive at smarter, more innovative management decisions? Enter Columbia's Master's in Information and Knowledge Strategy (IKNS).

Grounded in the field of Knowledge Management, our interdisciplinary curriculum will provide you with foundations in information science, organizational psychology, and change management as well as practical skills in project management and executive leadership to dramatically increase your impact.

As an IKNS student, you will train under world-class faculty, including former and current executives from Accenture, Google, IBM and NASA. When you graduate, you will join a powerful, global alumni network in coveted positions at organizations such as Alphabet, BCG Digital Ventures, Harvard Business Publishing and The World Bank.

Data & Analytics

People & Networks

Integration & Strategy

Core Competencies You Will Acquire

Acquire skills that are immediately applicable to your workplace, including how to:

Master the latest trends in Business Analytics and Artificial Intelligence

Design and innovate knowledge-driven digital products

Create and lead collaborative, diverse, high-performing teams

Enhance collaboration inside and outside your organization

Leverage your organization's strategically important intangible assets:

- Accelerate mission-critical knowledge sharing
- Support your organization's knowledge-sharing strategy with the right technology
- Improve productivity by embedding knowledge in smarter business processes
- Turn knowledge into marketable assets

Lead digital transformation and change management

Develop a customer-centric approach to your work

Build human networks that provide support, opportunity, and purpose

Career Snapshots

Our students and graduates achieve positions such as these:

- Senior Manager, Process Reengineering, **American Express**
- Senior Manager, **Amgen**
- Global Knowledge Lead, **BCG Digital Ventures**
- Executive Director, **Business Integration Partners**
- Vice President, Digital Learning Solutions, **JPMorgan Chase**
- Principal Consultant, **McChrystal Group**
- Global Account Manager, **Medidata Solutions**
- Director of Operations, **National Basketball Players Association**
- Director of Operations, **NYC Department of Education**
- Founder and CEO, **Smart Alto** (Y Combinator W17)
- Senior Counsel, Digital/Technology, **Vanguard**
- Knowledge Management Officer, **World Bank Group**
- Senior Knowledge Manager, **Harvard Business Publishing**
- Senior Manager, **General Dynamics**

"The program helped me understand who needed to know what, where, and when so that we could be much more effective and efficient as an organization."

Ben Royce | '13SPS, Information and Knowledge Strategy
Lecturer; Business Development, Cloud AI Services, Google

Apply Online **sps.columbia.edu/ikns**

Information and Knowledge Strategy

World-class Faculty with Deep Industry Experience

Our faculty have held leadership positions at global organizations including these:

Accenture	IBM	The World Bank
Bain & Company	NASA	U.S. Navy
Ernst & Young	Oliver Wyman	
Google	Publicis Sapient	

Campus Residencies

Our students tailor their IKNS experience to their individual needs – ranging from a mostly online to a mostly on-campus experience. To provide opportunities for networking and community building, all students come together on Columbia's campus for three in-person Residencies during their studies. These multi-day residencies offer curated block-programming to apply theory to practice, and allow for networking opportunities among students, faculty, alums, and thought leaders.

The Capstone Project

Under the guidance of program faculty, you will apply your skills and knowledge through a group capstone project for a leading for-profit or nonprofit organization.

Sample Capstone

Collaborate with NASA's Goddard Space Flight Center to evaluate NASA Flagship Missions and offer considered strategies for their successful execution. Capstone students will explore what is currently known about Flagship Missions and the challenges they face, recommending methods for improvement and valued outcomes within the context of the future of work.

Other examples include Boeing, Nestle, UNDP, Pfizer, Thomson Reuters, Nike, and many more.

Who Should Apply

Leaders and decision-makers keen to achieve positive change in their organizations by gaining fluency in Information Science.

Mid-career professionals with a demonstrated capacity for executive roles who want to develop the leadership skills and presence necessary to achieve their next major professional milestone.

Experienced executives who seek not only premier credentialing but also exposure to diverse perspectives and fluency in leading-edge practices from peers and thought leaders outside their networks.

Entrepreneurs and intrapreneurs with the drive and resourcefulness to transform ideas into actions.

Knowledge management practitioners who want to expand their horizons and enrich their practical expertise with a grounding in relevant research and the latest developments in Information Science.

A Flexible Degree for Working Professionals and Students From All Over the World

Study While Employed: Yes

Time Commitment: From 3 semesters to 3 years

Flexible Instruction Format and Location
- Full time or part-time; online and on-campus instruction
- Multi-day Residencies on Columbia's campus in New York
- Networking events with global thought leaders and alums
- Full access to Columbia University's world-class student services, library facilities, and landmarked campus in New York City

Tailor Your Courses

As an IKNS student, you are eligible to earn 50% of your degree requirements by choosing elective courses from all across Columbia University: Explore the Data Science Institute, Business School, School of Engineering, School of International Public Affairs, Public Health, and more.

Data Science, Artificial Intelligence, Machine Learning

Digital Product Design

Enterprise Risk Management

Human/Machine Collaboration

Leading Cross-cultural Global Organizations

Negotiation and Conflict Resolution

Project Management and Change Management

Strategic Communication

Public Health

"As a Silicon Valley entrepreneur, IKNS provided me with the skill set to develop and commercialize knowledge-driven products."

Mary Palmieri | '15SPS, Information and Knowledge Strategy
Founder and CEO, The Beauty Marketplace Inc.

Scan the QR code to learn more about our program.