

Course Descriptions Exchange 2013-2014

Course Title Cases in Management Information Systems
 Course Code EBC4038
 ECTS Credits 6,5
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2013	25-10-2013	X/E			X/E	

Level Intermediate
 Coordinator Mark Vluggen For more information:m.vluggen@maastrichtuniversity.nl
 Language of instruction English

Goals This course provides an overview of how modern organisations employ information systems in their day-to-day practices. Real-life cases are combined with academic and popular business press literature. Students that have followed this course will:
 Have a good overview of IT applications and how they are used in organisations;
 Be able to identify causal links between certain IT project/system features and the outcome (success/failure) of these projects/systems.
 Have developed their skills in analysing cases.

Description The course focuses on how organisation can use information systems to improve their performance. It will follow the case-based teaching method. The chosen cases - all from real life - reflect the breadth of the information systems field. The cases deal with issues such as:
 -Resistance to change
 -Enterprise 2.0 tools (blogs, wikis, prediction markets)
 -Outsourcing and offshoring
 - IT- investment prioritisation
 -The strategic use of information systems
 - Customer relationship management
 - The role of IT in mergers

Literature no textbook
 reader available via ELEUM

Prerequisites Students should have followed one introductory course on management information systems (level comparable to the introductory course Management Information Systems).
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Groupwork

Assessment methods Final Paper / Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Controlling
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Information Management and Business Intelligence	Information Management & Business Intelligence
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses