

# Course Descriptions Master 2014-2015

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

| Period | Period   | Start      | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|-----|
| 1      | 1-9-2014 | 24-10-2014 | X/E |     |     |     | X/E |     |

Level Intermediate

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Language of instruction English

Goals 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 This course is entirely based on company cases and focuses on how organisations can use information systems to improve their performance. The chosen cases - all from real life - reflect the breadth of the information systems field. The cases deal with issues such as:

- Customer relationship management (CRM)
- Enterprise resource planning (ERP) systems
- IT-investment prioritisation
- Healthcare IT
- Resistance to change
- Enterprise 2.0 tools (blogs, wikis, prediction markets)
- RFID technology
- The business-IT gap
- The strategic use of information systems
- Information systems failure
- The role of IT in mergers
- Online reputation systems
- Online marketing
- IT startups and entrepreneurship

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

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|--|--|
| 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                                      |
| Master International Business Track Sustainable Finance                              | Electives                                      |
| SBE Exchange Master  | Master Exchange Courses                        |
| SBE Non Degree Courses   | Master Courses                                 |