Course Descriptions NonDegree 2016-2017

Course Title	Cases in Management Information Systems
Course Code	EBC4038
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	5-9-2016	28-10-2016	X/E			X/E	

Level	Intermediate
Coordinator	Mark Vluggen For more information:m.vluggen@maastrichtuniversity.nl
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 start-ups and entrepreneurship - The internet of things - Technology acceptance
Literature	no textbook reader available via ELEUM
Prerequisites	No prerequisites
Teaching methods	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
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses