

Course Descriptions NonDegree 2020-2021

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																																				
	2	26-10-2020	11-12-2020		X			X																																				
Level	Intermediate																																											
Coordinator	Mark Vluggen For more information:m.vluggen@maastrichtuniversity.nl																																											
Language of instruction	English																																											
Goals	<p>Students that have followed this course will:</p> <ul style="list-style-type: none">•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	<p>PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.

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:</p> <ul style="list-style-type: none">- 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- Blockchain																																											
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	<table><tr><td>Master Business Research - No specialisation</td><td>Year 1 Disc - IB Controlling</td></tr><tr><td>Master Business Research - No specialisation</td><td>Year 1 Disc - IB Inf Mgmt Bus Int</td></tr><tr><td>Master Business Research - Operations Research</td><td>Year 1 Elective Course(s)</td></tr><tr><td>Master Business Research - Operations Research</td><td>Year 2 Elective Course(s)</td></tr><tr><td>Master Human Decision Science</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Accounting and Business Information Technology</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Entrepreneurship and Business Development</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Managerial Decision-Making and Control</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Information Management and Business Intelligence</td><td>Compulsory Course(s)</td></tr><tr><td>Master International Business - Marketing-Finance</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Organisation: Management, Change and Consultancy</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Strategic Corporate Finance</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Strategic Marketing</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Strategy and Innovation</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Supply Chain Management</td><td>Elective Course(s)</td></tr><tr><td>Master International Business - Sustainable Finance</td><td>Elective Course(s)</td></tr><tr><td>SBE Exchange Master</td><td>Master Exchange Courses</td></tr><tr><td>SBE Non Degree Courses</td><td>Master Courses</td></tr></table>								Master Business Research - No specialisation	Year 1 Disc - IB Controlling	Master Business Research - No specialisation	Year 1 Disc - IB Inf Mgmt Bus Int	Master Business Research - Operations Research	Year 1 Elective Course(s)	Master Business Research - Operations Research	Year 2 Elective Course(s)	Master Human Decision Science	Elective Course(s)	Master International Business - Accounting and Business Information Technology	Elective Course(s)	Master International Business - Entrepreneurship and Business Development	Elective Course(s)	Master International Business - Managerial Decision-Making and Control	Elective Course(s)	Master International Business - Information Management and Business Intelligence	Compulsory Course(s)	Master International Business - Marketing-Finance	Elective Course(s)	Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)	Master International Business - Strategic Corporate Finance	Elective Course(s)	Master International Business - Strategic Marketing	Elective Course(s)	Master International Business - Strategy and Innovation	Elective Course(s)	Master International Business - Supply Chain Management	Elective Course(s)	Master International Business - Sustainable Finance	Elective Course(s)	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
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