

Course Descriptions Exchange 2018-2019

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 | 3-9-2018 | 26-10-2018 | 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

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| Master Business Research | IB Electives |
| Master Business Research - Operations Research | IB Electives |
| Master Human Decision Science | Electives |
| Master International Business - Accountancy | Electives |
| Master International Business - Controlling | Compulsory Courses |
| Master International Business - Entrepreneurship and SME Management | Electives |
| Master International Business - Information Management and Business Intelligence | Compulsory Courses |
| Master International Business - Organisation: Management, Change and Consultancy | Electives |
| Master International Business - Strategic Corporate Finance | Electives |
| Master International Business - Strategy and Innovation | Electives |
| Master International Business - Sustainable Finance | Electives |
| SBE Exchange Master | Master Exchange Courses |
| SBE Non Degree Courses | Master Courses |