

## Course Descriptions NonDegree 2018-2019

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	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	<p>Students that have followed this course will:</p> <ul style="list-style-type: none"><li>•Have a good overview of IT applications and how they are used in organisations;</li><li>•Be able to identify causal links between certain IT project/system features and the outcome (success/failure) of these projects/systems.</li><li>•Have developed their skills in analysing cases.</li></ul>							
Description	<p>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"><li>- Customer relationship management (CRM)</li><li>- Enterprise resource planning (ERP) systems</li><li>- IT-investment prioritisation</li><li>- Healthcare IT</li><li>- Resistance to change</li><li>- Enterprise 2.0 tools (blogs, wikis, prediction markets)</li><li>- RFID technology</li><li>- The business-IT gap</li><li>- The strategic use of information systems</li><li>- Information systems failure</li><li>- The role of IT in mergers</li><li>- Online reputation systems</li><li>- Online marketing</li><li>- IT start-ups and entrepreneurship</li><li>- The internet of things</li><li>- Technology acceptance</li></ul>							
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 <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>							
This course belongs to the following programme / specialisation	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			