

## Course Descriptions None 2019-2020

Course Title	Cases in Management Information Systems																														
Course Code	EBC4038																														
ECTS Credits	6,5																														
Assessment	Whole/Half Grades																														
Period	<table border="1"> <thead> <tr> <th>Period</th> <th>Start</th> <th>End</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2-9-2019</td> <td>25-10-2019</td> <td>X/E</td> <td></td> <td></td> <td>X/E</td> <td></td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	1	2-9-2019	25-10-2019	X/E			X/E															
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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> <li>- Blockchain</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>																														
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