Course Descriptions None 2021-2022

Course Title	Digitalization and Organizations
Course Code	EBC2060
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	30-8-2021	15-10-2021		X			X

Level	Intermediate
Coordinator	Fynn Ohlrogge For more information:f.ohlrogge@maastrichtuniversity.nl
Language of instruction	English
Goals	This course introduces students to the field of information management with particular emphasis on the management of information within organisations. Students will be provided with opportunities to explore the basic concepts and principles of information management as well as apply these concepts and principles to practical problems. Advanced topics will also be introduced throughout the course to foster greater depth of understanding, to challenge students to think about established issues in new ways, and to highlight gaps in our current understanding. Some appreciation will also be fostered for the limitations of empirical research and for the unique challenges associated with the management of information. Key Learning Objectives * Develop an awareness and understanding of key principles, theories, and technologies related to the management of information & digitalization * Obtain experience in applying information management concepts to address substantive, real-world information management issues * Appreciate how empirical research can guide efforts to address real-world information management issues * Foster ability to communicate business issues to technical audiences and complex technical issues to non-technical audiences Graduates have academic, evidence-based knowledge and understanding of theories, methods and tools in business/economics. Graduates can apply their knowledge and understanding to identify and solve real life business/economic problems. This includes demonstrating analytical skills and a problem-solving attitude. Graduates can inform judgments on theoretical and practical business/economic issues. Graduates can effectively communicate both to specialist and nonspecialist audiences. This includes demonstrating strong presentation skills, project- management skills and interpersonal skills.
Description	The course will discuss themes that are directly relevant in managing digitalization and information management issues in organizations. Some of these topics are: 1. Measuring the impact of digitalization on business performance 2. Managerial topics in implementing Business Analytics & Artificial Intelligence (AI) 3. Cyber Security 4. IT consumerization 5. The sharing economy All of these topics are on the top of the agenda of an information manager and practitioners are constantly looking for methods to better address these issues. For non IM specialists, a discussion of these topics helps to understand the most relevant problems that are part of using IT in organisations. Given the widespread use of IT, managers who are active outside the field of IT also deal with many of these same problems on a regular basis. The discussion of each topic will focus on methods and tools that are being used by practitioners to deal with these issues. For most topics, additional readings are available to provide background knowledge for students who lack the relevant prior knowledge.
Literature	Reader
Prerequisites	There are no specific prerequisites for this course. However, it does build upon the basic understanding of the role of information systems in Organisations that is provided in an introductory MIS course such as the Management Information Systems course offered to International Business students (EBC2003). For further details on the topics covered in EBC2003 and the literature that is used please refer to Canvas .
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Participation / Written Exam / Presentation
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

Bachelor Economics and Business Economics - Economics	Year 3 International Business Economics Elective(s
Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Course(s)
Bachelor Economics and Business Economics - Economics and Management of Information	Year 2 Compulsory Course(s)
Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Macro
Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Micro
Bachelor Economics and Business Economics - International Business Economics	Year 3 Core Course(s) - Maj Inf Mgmt
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Accounting
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Finance
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Macro
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Marketing
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Micro
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Org
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj SCM
Bachelor Economics and Business Economics - International Business Economics	Year 3 Inf Mgmt Elec(s) - Maj Strategy
Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)
Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting
Bachelor International Business	Year 3 Business Elec(s) - Maj Finance
Bachelor International Business	Year 3 Business Elec(s) - Maj Marketing
Bachelor International Business	Year 3 Business Elec(s) - Maj Org
Bachelor International Business	Year 3 Business Elec(s) - Maj SCM
Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy
Bachelor International Business	Year 3 Core Course(s) - Maj Inf Mgmt
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses