Course Descriptions None 2022-2023

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	31-10-2022	16-12-2022		X			X

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	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS 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 technologies 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 * Blockchain * Artificial intelligence & machine learning
Literature	Reader (available via EBSCO). In addition, students need to buy a Harvard Business School course pack with the cases that are used during the course.
Prerequisites	No prerequisites
Teaching methods	PBL / Lecture
Assessment methods	Final Paper / Participation / Assignment / 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

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