

Course Descriptions None 2024-2025

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	28-10-2024	15-12-2024		X			X																															
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"> •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	<p>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:</p> <ul style="list-style-type: none"> * 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	<p>This course is in transition for the master Business Research. See the Master Education and Examination Regulations for more information.</p> <p>The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025. TRANSITIONAL REGULATION (EBC4038): The master Business Research has been discontinued. Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027.</p>																																						
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	<table border="1"> <tr> <td>Master Business Research - No specialisation</td> <td>Transitional Regulation</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Transitional Regulation</td> </tr> <tr> <td>Master Human Decision Science</td> <td>Cancelled</td> </tr> <tr> <td>Master International Business - Accounting and Business Information Technology</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Entrepreneurship and Business Development</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Managerial Decision-Making and Control</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Information Management and Business Intelligence</td> <td>Compulsory Course(s)</td> </tr> <tr> <td>Master International Business - Marketing-Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Organisation: Management, Change and Consultancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Corporate Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Marketing</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategy and Innovation</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Supply Chain Management</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Sustainable Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Master Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Master Courses</td> </tr> </table>							Master Business Research - No specialisation	Transitional Regulation	Master Business Research - Operations Research	Transitional Regulation	Master Human Decision Science	Cancelled	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
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