

Course Descriptions None 2025-2026

Course Title Cases in Management Information Systems
 Course Code EBC4038
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2025	12-12-2025		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 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

Transitional Regulations
 <div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts">Master Business ResearchMaster Business Research - Operations ResearchIn 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.In 2026-2027 exam/resit opportunities are offered.From 2027-2028 onwards, the course is cancelled.<table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table></div>

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	In transition - Y1 Disc IB Inf Mgmt Bus Int
Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
Master Human Decision Science	Cancelled - Elective Courses
Master International Business - Accounting and Business Information Technology	Elective Courses
Master International Business - Entrepreneurship and Business Development	Elective Courses
Master International Business - Managerial Decision-Making and Control	Elective Courses
Master International Business - Information Management and Business Intelligence	Compulsory Courses
Master International Business - Marketing-Finance	Elective Courses
Master International Business - Organisation: Management, Change and Consultancy	Elective Courses
Master International Business - Strategic Corporate Finance	Elective Courses
Master International Business - Strategic Marketing	Elective Courses
Master International Business - Strategy and Innovation	Elective Courses
Master International Business - Supply Chain Management	Elective Courses
Master International Business - Sustainable Finance	Elective Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses