# Course Descriptions Master 2021-2022

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| 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 | 25-10-2021 | 10-12-2021 | | X | | | X |

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| Level | Intermediate |
| Coordinator | Mark Vluggen For more information:m.vluggen@maastrichtuniversity.nl |
| Language of instruction | English |
| Goals | Students that have followed this course will:<br>•Have a good overview of IT applications and how they are used in organisations;<br>•Be able to identify causal links between certain IT project/system features and the outcome (success/failure) of these projects/systems.<br>•Have developed their skills in analysing cases. |
| Description | 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:<br><br>- Customer relationship management (CRM)<br>- Enterprise resource planning (ERP) systems<br>- IT-investment prioritisation<br>- Healthcare IT<br>- Resistance to change<br>- Enterprise 2.0 tools (blogs, wikis, prediction markets)<br>- RFID technology<br>- The business-IT gap<br>- The strategic use of information systems<br>- Information systems failure<br>- The role of IT in mergers<br>- Online reputation systems<br>- Online marketing<br>- IT start-ups and entrepreneurship<br>- The internet of things<br>- Technology acceptance<br>- Blockchain |
| Literature | no textbook<br>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 http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM |

This course belongs to the following programme / specialisation

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| 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 |