

# Course Descriptions Master 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	<p>Students that have followed this course will:</p> <ul style="list-style-type: none"><li>•Have a good overview of IT applications and how they are used in organisations;</li><li>•Be able to identify causal links between certain IT project/system features and the outcome (success/failure) of these projects/systems.</li><li>•Have developed their skills in analysing cases.</li></ul>																																											
Description	<p>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.</p> <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"><li>* Customer relationship management (CRM)</li><li>* Enterprise resource planning (ERP) systems</li><li>* IT-investment prioritisation</li><li>* Healthcare IT</li><li>* Resistance to change</li><li>* Enterprise 2.0 tools (blogs, wikis, prediction markets)</li><li>* RFID technology</li><li>* The business-IT gap</li><li>* The strategic use of information systems</li><li>* Information systems failure</li><li>* The role of IT in mergers</li><li>* Online reputation systems</li><li>* Online marketing</li><li>* IT start-ups and entrepreneurship</li><li>* The internet of things</li><li>* Technology acceptance</li><li>* Blockchain</li><li>* Artificial intelligence &amp; machine learning</li></ul>																																											
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 <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>																																											
This course belongs to the following programme / specialisation	<table><tr><td>Master Business Research - No specialisation</td><td>Year 1 Disc - IB Controlling</td></tr><tr><td>Master Business Research - No specialisation</td><td>Year 1 Disc - IB Inf Mgmt Bus Int</td></tr><tr><td>Master Business Research - Operations Research</td><td>Year 1 Elective Course(s)</td></tr><tr><td>Master Business Research - Operations Research</td><td>Year 2 Elective Course(s)</td></tr><tr><td>Master Human Decision Science</td><td>Elective Course(s)</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	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
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