

Course Descriptions Exchange 2022-2023

Course Title	Cases in Management Information Systems																																				
Course Code	EBC4038																																				
ECTS Credits	6,5																																				
Assessment	Whole/Half Grades																																				
Period	<table border="1"> <thead> <tr> <th>Period</th> <th>Start</th> <th>End</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>31-10-2022</td> <td>16-12-2022</td> <td></td> <td>X</td> <td></td> <td></td> <td>X</td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	2	31-10-2022	16-12-2022		X			X																				
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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>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"> * 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																																				
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