

Course Descriptions Exchange 2023-2024

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	30-10-2023	15-12-2023		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	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							
This course belongs to the following programme / specialisation	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				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			