US171V - Management Information Systems

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Code : US171V

Unité spécifique de type cours

3 crédits

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Présentation

Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)

Objectifs pédagogiques

Information systems (IS) are essential to create competitive firms, manage corporations of any size and support sustainable business value and growth. For the past decades, their importance has grown drastically and critically. Information systems are critical investments for firms that may represent several millions US Dollars, and commit firms' resources over long periods. As such, the implementation and management of information systems require strong skills sets and high profile employees. This course focuses on information systems and more specifically on the importance of managing information systems in a corporate environment from both strategic and tactical perspectives – management questions. The course is designed to meet the needs of students who one day, either as managers, consultants or entrepreneurs, must understand the use of information systems as a powerful tool for competitive advantage and growth. In other words, students will apprehend how value creation in a firm can be supported or further enhanced through efficient management of information related technologies.

Course objectives

The course aims at reaching the following objectives:

- a. Demonstrate the purpose and utility of information systems in a business context and show how these contribute to value creation in a firm.
- b. Provide an overview of the different kinds of information systems used in a business context
- c. Develop information system literacy and get a clear overview of the different stakes and management questions raised by the use of technologies
- d. Develop some analytical capacities and tools which can be applied into a business context

Compétences

Expected learning outcomes

By the end of the class, students should be able to:

- a. Apply the concepts and methods learned during the class to business cases
- b. Be able to make decisions in terms of information systems design, implementation or enhancement.
- c. Develop some basic planning tools to manage activities such as projects related to information systems questions in a firm.
- d. Address with confidence the management challenges of selecting, designing, developing and managing information systems and organizations.
- e. Anticipate the organizational changes and impacts generated by information systems project

Programme

Contenu

- Introduction – general presentation about the class, its content and objectives.
- Information Systems in Business Today
- Global e-business and collaboration
- Information Systems, Organizations and Strategy
- Ethical and Social Issues in Information Systems
- IT Infrastructure and Emerging Technologies
- Foundations of Business Intelligence: databases and information management

- Telecommunications, wireless and information technology & Securing Information Systems
- Designing and selecting an information system Additional Presentation Achieving operational excellence and customer intimacy: enterprise applications
- E-commerce: digital markets, digital goods
- Managing Knowledge
- Enhancing Decision Making
- Building information Systems
- Managing Projects
- Managing Global Systems

Modalités de validation

- Contrôle continu
- Projet(s)

Bibliographie

Titre	Auteur(s)
Management Information System, 13th Edition 2014, Pearson.	Laudon & Laudon,
Managing and Using information Systems: a strategic approach, 5th Edition, 2009, Wiley-Blackwell Editions.	Kerie E. Pearlson and Carol S. Saunders,