

# E-Business (EM054M78)

|                                       |   |
|---------------------------------------|---|
| Program                               | PGE   |
| Module / ECTS / Path / Specialisation | <b>Module :E-Business : 5 ECTS.</b> <ul style="list-style-type: none"><li>• MGA</li></ul> |
| Discipline                            | Management Information Systems  |
| Year                                  | 2019  |
| Semester                              | B   |
| Open for visitors                     | yes (5 ECTS)  |
| Available places                      | 50  |

## Coordinator

Sven Volker REHM

## Lecturers

| Instructor       | Population | Email                      |
|------------------|------------|----------------------------|
| Sven Volker REHM | Population | sven.rehm@em-strasbourg.eu |

## Course format

|  |         |
|--|---------|
| Working language :                       | English |
| Volume of contact hours :                | 27 h    |
| Workload to be expected by the student : | 108 h   |

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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**How the course contributes to the programme :**

## Description

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Information Systems (IS) are at the core of each enterprise. Any company that strives to be innovative, to increase competitiveness, or to survive market disruptions, must adapt and develop its information management capability. All management tasks rely on information, and the appropriate information and communication technologies (ICT) to manage teams and cooperations with business partners. The course E-Business offers participants a comprehensive introduction to the use of IS in business and management. Participants are provided with the essential knowledge and skills that prepare them for management tasks related to Digital Business in small and large organizations.

The course provides a broad overview of the role of IS for management and of involved challenges and opportunities. The course takes on a management, not a purely technical, perspective. It features an introductory overview, presenting the basic function and strategic importance of business processes, of information and of ICT in organizations. It also acquaints participants with current aspects of designing and managing IS in a world of big data, cloud services and data science that help coping with challenges for management and for advancing emergent businesses. Principal aspects and major trends of managing information technology (IT) within today's digital business environment are discussed.

The lecture features exercises on basic IS modeling issues in order to advance students in mastering engineering-related challenges. Topical case studies are discussed in class on major subjects. The topic of "Digital Transformation" is approached through a Problem-Oriented Learning (POL) scenario building workshop as group assignment. Depending on schedule, guest speakers illustrate issues raised in the course from a professional perspective.

## Educational organisation

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In class

**Lectures**

**Tutoring**

In groups

**Exercises**

**Case studies/texts**

**Oral presentations**

Interaction

**Discussions / debates**

## Learning outcomes

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### Outline

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- 1 IS for the Networked Business Environment, Strategy & Organization of Value Creation
  - The networked business environment
  - Strategic issues in IS change & organization of value creation
  - Changes in application systems and enterprise architecture
  - Digital Economy

- 2 Enterprise application systems and enterprise architecture
- 3 Ethical, Social and Political Questions
- 4 Digital business and digital transformation
- 5 IS Support for Cooperative Work, Knowledge Management and Innovation (depending on schedule)

## Prerequisites

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### Key concepts to understand :

### Knowledge of :

- Basic functions of business (Introduction to business administration)

## Teaching material

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### Documents in all formats

- Syllabus
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)

## Recommended reading

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### Major works :

Major works:

- LAUDON, K.C., & LAUDON, J.P. (2018). Management Information Systems: Managing the Digital Firm (15th/Global Ed.), Pearson. (Primary Reference)

Further articles will be defined in class.

### Further reading :

- VALACICH, J.S., & GEORGE, J.F. 2017. Modern systems analysis and design (8th ed.). Harlow: Pearson Education Limited. (2) Ahmed, P. K., & Shepherd, C. 2010. Innovation management: Context, strategies, systems, and processes (1st ed.). New York, NY: Pearson Prentice Hall.

### Research works by EM Strasbourg :

Faber, A.; Riemhofer, M; Rehm, S.-V.; Bondel, G.; Matthes, F. (2019). A Systematic Mapping Study on Business Ecosystem Types. Proceedings of the 25th Americas Conference on Information Systems (AMCIS 2019), Minitrack: Business Models for the Digital Economy. Cancun, Mexico, 15-17 August 2019.

[https://aisel.aisnet.org/amcis2019/adv\\_info\\_systems\\_research/adv\\_info\\_systems\\_research/2/](https://aisel.aisnet.org/amcis2019/adv_info_systems_research/adv_info_systems_research/2/)

## Assessment

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### Intermediate evaluation / continuous assessment 1 : as scheduled

oral (45 min) / in group / English / weighting : 50%

additional information : For the topic of Digital Transformation, in a problem-oriented learning (POL) workshop a group assignment will be given out. It will comprise a presentation in a group of 4-10 members (30min) and a discussion moderation (15min).

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1**

### Final assessment : last session

written (60 min) / individual / English / weighting : 50%

**This evaluation serves to measure LO1.1, LO1.2, LO1.3**

## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.