

# E-Business (EM054M78)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :E-Business : 5 ECTS.</b> <ul style="list-style-type: none"><li>• MGA</li></ul>
Discipline	Management Information Systems
Year	2020
Semester	B
Open for visitors	no
Available spots	50

## Coordinator

**Sven Volker REHM**

## Lecturers

Instructor	Population	Email
Sven Volker REHM		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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

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

**How the course contributes to the program :**

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

## Description

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.

Teaching Methods:

The course integrates several teaching methods. Foundational topics such as concepts, principles, frameworks or theories are presented through lectures. Basic factual knowledge and information are in addition acquired through self-study. Interactive analysis of case studies illustrates practical relevance of selected issues. Class discussions and active learning sessions exemplify discursive decision-making processes, integrating competing or diverging views on socio-technical challenges. Exercises deliver basic skills regarding IS analysis and design as well as project management. If the number of participants permits, the topic of "Digital Transformation" is approached through a Problem-Oriented Learning (POL) scenario building workshop as group assignment. The course is delivered as blended learning course (featuring presence as well as online synchronous and asynchronous sessions; and using as required online tests, wikis, assignments, discussion threads, blogs).

## Educational organisation

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In class

**Lectures**

**Tutorials**

**Tutoring**

In groups

**Exercises**

**Case studies/texts**

**Oral presentations**

Interaction

**Discussions / debates**

## Learning outcomes

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**Upon completion of this course, students should be able to :**

- **Describe** all Information systems that support business functions of networked enterprises
- **Identify** and visualize business processes in view of digitalization with software engineers
- **Elaborate** business case for digitalization of business functions
- **Discuss** challenges and options for digital support of business processes
- **Estimate** the importance and strategic implications of multiple digital strategies.
- **Analyze** business functions and models for improved IS support in view of IS integration and architecture.
- **Appraise** the management challenges associated with usage of ICT in business

## 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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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

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

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.