

# IS and business models for digital businesses (EM1F5M83)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Digital strategy : 15 ECTS.</b> <ul style="list-style-type: none"><li>● PGE 3A - International and European Business (IEB)</li></ul>
Discipline	Strategy
Year	2019
Semester	B
Open for visitors	yes (4 ECTS)
Available places	45

## Coordinator

Laura GEORG SCHAFFNER

## Lecturers

Instructor	Population	Email
Laura GEORG SCHAFFNER		<a href="mailto:laura.g.schaffner@em-strasbourg.eu">laura.g.schaffner@em-strasbourg.eu</a>

## Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 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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The pervasiveness of information systems and Internet in all aspects of human society amplifies the role played by digital technologies in business and organizations. As a matter of fact, an increasing number of companies have embraced a digital transformation program in order to adapt and react to these rapid changes in the economy, but also to be more prospective and anticipate the next threats or opportunities. Issues such as disruptive technologies, e-business models, collaboration 2.0, social networks, represent important knowledge for managers. Therefore, as a future (top) manager, you need to better understand what models and tools exist to better evaluate and implement their value for your company.

## Educational organisation

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In class

**Lectures**

In groups

**Exercises**

**Projects**

**Oral presentations**

Interaction

**Games (educational, role play, simulation)**

**Discussions / debates**

## Learning outcomes

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

- **Identify** market changes that can be addressed through information systems.
- **Discuss** business models that respond to current market challenges in digitalisation.
- **Choose** business models that respond to challenges in digitalization.
- **Analyze** advantages and disadvantages of tools for certain business cases.
- **Assemble** models that can provide benefits for the future.

## Outline

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Session 1/2: Review of syllabus; Definition of information systems platforms and electronic business models

Session 3/4: Business Models in various industries

Session 5/6: Disruptive Technologies: Distributed Ledger Technology

Session 7/8: Case Study: HR Management (invited company HR Digital)

Session 9/10: Knowledge Management/Infonomics

Session 11/12: Outlook on new Models and Tools

## Prerequisites

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## Key concepts to understand :

### Knowledge of :

Knowledge on digital market developments and tools.

## 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 :

George Westerman, Didier Bonnet, Andrew McAfee, Leading Digital: Turning Technology into Business Transformation, HBR Press, 2014.

Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary: Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You, 2016.

### Further reading :

Journals, magazines:

Harvard Business Review, Journal of Strategic Information Systems, Management Information Systems Quarterly, CIO Magazine, Information and Management, Information Technology and Management, Journal of Electronic Commerce, etc.

(+) Most newspapers also have an online section about "Technology" (Times, The Economist, Le Monde, NY Times, Die Zeit, etc.)

Websites:

[www.cio.com](http://www.cio.com)

[www.computerweekly.com](http://www.computerweekly.com)

[www.wired.com](http://www.wired.com)

<http://www.journaldunet.com/> (French)

<http://news.zdnet.com/>

<http://www.businessweek.com/>

### Research works by EM Strasbourg :

## Assessment

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### Intermediate evaluation / continuous assessment 1 : session n°2,3,4,5,6

written (15 min) / individual / English / weighting : 40%

additional information : Each session starts with a short quiz in moodle revisiting the content of the previous session as well as posing questions on the prepared material of the class of the day. Unexcused absences result in a reduction of 1 pt of the final grade. Excused absences can be compensated through bonus questions from quizzes of other sessions.

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

### Intermediate evaluation / continuous assessment 2 : session n°2,3,4,5,6

written + oral (30 min) / in group / English / weighting : 60%

additional information : Groups of minimum of 2 students present their results of an ongoing course project at every session. The presentation must be made available to the class 2 days before the session.

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

## 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.