

# IS in the Wine Industry (EM1S5M32)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :International Wine Management : 19 ECTS.</b> <ul style="list-style-type: none"><li>International Wine management and tourism</li></ul>
Discipline	Management Information Systems
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	35

## Coordinator

**Coralie HALLER**

## Coordinator

**Daria PLOTKINA**

## Lecturers

Instructor	Population	Email
Coralie HALLER	Population	coralie.haller@em-strasbourg.eu
Daria PLOTKINA	Population	dplotkina@unistra.fr

## Course format

Working language :	English
Volume of contact hours :	28 h
Workload to be expected by the student :	112 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

---

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

### Description

---

Information and knowledge are transforming the world of wine business nowadays. Although many managers are familiar with the reasons why managing their typical resources such as equipment and people are important, it is worthwhile to take a moment to examine the growing interdependence between a firm's ability to use information and knowledge and its ability to implement corporate strategies and achieve corporate goals.

In this context, this course is dedicated to give participants awareness and understanding of strategic perspectives and unique challenges faced by organizations within the wine industry in regards to information and knowledge management. Management of information and knowledge entails generating choices to be made among competing alternatives to produce a competitive advantage and earn above-average returns.

The course includes seminar-type discussions based on readings, latest news in the field, and real-life case studies. In addition, participants are encouraged to actively participate in the course through collaboration and teamwork projects

### Educational organisation

---

In class

**Lectures**

**Tutorials**

In groups

**Projects**

**Oral presentations**

Interaction

**Discussions / debates**

### Learning outcomes

---

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

- **Define** the importance and the opportunities of digital marketing for wine industries
- **State** the challenges of business digitalization
- **Recognize** organizational features, expressed/hidden resistances that managers need to know about in order to build and use IS successfully
- **Describe** what an Information System (IS) is and how IS is transforming the world of wine business
- **Explain** how IS support decision making processes
- **Illustrate** the implications of reputation economy on wine business
- **Sketch** a digital strategy for a winery
- **Evaluate** the role played by IS serving various levels of management and their relationship to each other

### Outline

---

Session 1 - 27/01 7hrs Coralie Haller

IS is transforming business: Perspective in IS, types of IS and major failures in implementing an IS

Case study: Information System (IS) in the global wine business : The Provence Wine Industry

Session 2 03/03 7 hours Coralie Haller

Organizational Information System (OIS)

Impact of IS and decision-making processes

Case study: Information System (IS) in the global wine business : The Provence Wine Industry

Session 3 - 05/02 4hrs Daria Plotkina

Presence online: Website, SEO, Content

Session 4 - 19/02 4hrs Daria Plotkina

Reputation: Word-of-mouth and opinion leadership

Session 5 04/03 4hrs Daria Plotkina

Data-driven marketing and Big-data

Session 6 25/03 4 hrs Daria Plotkina

Mobile applications in wine industry

## Prerequisites

---

**Key concepts to understand :**

**Knowledge of :**

Information System in Wine Industry

## Teaching material

---

**Documents in all formats**

- Syllabus
- Case studies

## Recommended reading

---

**Major works :**

[http://www.erinmcintyre redesigns.com/wp-content/uploads/2015/11/Search\\_Engine\\_Optimization\\_Erin\\_McIntyre.pdf](http://www.erinmcintyre redesigns.com/wp-content/uploads/2015/11/Search_Engine_Optimization_Erin_McIntyre.pdf)

Burgess, S., Sellitto, C., & Wenn, A. (2005). Maturity in the websites of Australian wineries: a study of varying website content. *International journal of electronic business*, 3(5), 473-490.

Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.

Laudon, K.C & Laudon, J.P (2006) *Management of Information Systems: Managing the Digital Firm*, 11th Edition, Pearson Education Limited, England (available at the library)

Laudon, K.C & Laudon, J.P (2013) *Management of Information Systems: Managing the Digital Firm*, 13th Edition, Pearson Education Limited, England

Zhu, Y., Basil, D. Z., & Hunter, M. G. (2009). The extended website stage model: a study of Canadian winery websites. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 26(4), 286-300.

**Further reading :**

**Research works by EM Strasbourg :**

Haller, C., Plotkina, D. & VoThan, T. (2019). Proposition d'une grille d'évaluation de la maturité digitale d'un site Web d'entreprise vitivinicole dans le contexte européen. Conférence Association Information et Management, Nantes, France, 3-5 June.

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. Journal of Retailing and Consumer Services, 29, 1-11.

## Assessment

---

**Intermediate evaluation / continuous assessment 1 : session n° Session 2**

oral (20 min) / in group / English / weighting : 25%

additional information : Case study: Provence Wine Industry IS

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

**Intermediate evaluation / continuous assessment 2 : last session**

oral (20 min) / in group / English / weighting : 25%

additional information : Group Project - Digital practices of Wineries (French wine region and guidelines provided)

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

**Intermediate evaluation / continuous assessment 3 : session n° Session 3**

oral (10 min) / in group / English / weighting : 15%

additional information : Build up a 1-year editorial calendar and a tag guideline

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

**Intermediate evaluation / continuous assessment 4 : TBA**

written / individual / English / weighting : 35%

additional information : QUIZZ

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

## Grounds for expulsion from classes

---

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.