

# IS in the Wine Industry (EM1S5M32)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<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	2020
Semester	A
Open for visitors	yes (4 ECTS)
Available spots	35

## Coordinator

**Coralie HALLER**

## 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 :	24 h
Workload to be expected by the student :	72 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 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

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In class

**Lectures**

**Tutorials**

In groups

**Projects**

**Oral presentations**

Interaction

**Discussions / debates**

## Learning outcomes

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**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

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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

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**Key concepts to understand :**

**Knowledge of :**

Information System in Wine Industry

## Teaching material

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**Documents in all formats**

- Syllabus
- Case studies

## Recommended reading

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**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**

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### **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**

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

additional information : Group Project - Digital practices of Provence Wineries (wineries websites 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**

written + oral (30 min) / in group / English / weighting : 25%

additional information : Analysis of wine distribution chain and in-class discussion on added value features

**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 : 25%

additional information : QUIZZ

**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.