

<b>Course Title</b>	Management Information Systems and diffusion of innovations
<b>Course Level</b>	Graduate / Undergraduate
<b>Domain</b>	Management /
<b>Language</b>	English
<b>Nb. Face to Face Hours</b>	36 (3hrs. sessions)
<b>E-learning Support</b>	Mycourse yes / No
<b>ECTS</b>	6

## Course Title

Management Information Systems and diffusion of innovations

## Professor

Hajer Kefi, Ph.D

### **Contact Information**

Email : hajer.kefi@gmail.com

## Language

English

## Overview

A continuing stream of information technology innovations is dramatically changing the traditional business world and triggering the digital transformation. Disrupting technologies include what we refer to as SMACIT (social, mobile, analytics, cloud and Internet of things [IoT]) technologies. They present both game-changing opportunities and existential threats to companies and organizations. They also enable entrepreneurs to create new products and services and develop new business models. In this era, management information systems is an important field of study and is challenging for decision makers to achieve their strategic objectives. This course will combine learning in the areas of design methodologies, data science, technological culture and management approaches to innovation.

## Prerequisites

Basic knowledge on management principles.

## Course Objectives

The program is aimed at providing the attendees with practical and academic tools in order to address critical issues, amidst them:

- How are information systems transforming business and what is their relationship to globalization and digital disruption?
- How to handle data and use it for business intelligence and knowledge management?
- What are the ethical and societal issues related to digital business

## Learning Outcomes

The course will help the students:

- Understand the leadership role of management information systems and digital innovations in achieving business competitive advantage through informed decision-making.
- Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.
- Leverage data for decision making.
- develop their creative and reflective potential with regard to digital transformation processes.

## Mode of Assessment

- Mid-term assessment description (40% of the global grade): Group presentation of a case study and case study analysis report
- Final exam (60%): QCM and critical presentation of key concepts and their applications

## Course Schedule (12 weeks)

1	Chapter 1 : Digital transformation in the Big Data Era : an overview
2	Case study : AUDI AG and Big Data Analytics
3	Chapter 2 : Management Information Systems : concepts and applications in organizing and strategic management
4	Case study : The digital workplace is key to digital innovation
5	Chapter 3 : Developing digital Platforms businesses & social media analytics UGC, FGC
6	Chapter 3 Hands on : Social media brand fan pages analytics (The case of the cosmetics sector in a multicultural context)
7	Chapter 4 : Management innovation theories and applications
8	Mid-term group presentations
9	Chapter 5 : Data Science and digital marketing strategies
10	Chapter 6-1 : Privacy, security and ethical concerns
11	Chapter 6-2: GDPR Principles and Impacts
12	EXAMEN

## Bibliography

Chau, M., & Xu, J. (2012), "Business Intelligence in Blogs: Understanding Consumer Interactions and Communities", *Management Information Systems Quarterly*, 36(4), 1189–1216.

Batrinca, B., & Treleaven, P. C. (2014), "Social media analytics: a survey of techniques, tools and platforms", *AI and Society*, 30(1), 89–116.

De Vaujany F.-X., Carton S., Mitev N., Romeyer C. (2014), « Applying and Theorizing Institutional Frameworks in IS Research : A Systematic Analysis from 1999 to 2009 », *Information Technology and People*, Vol. 27, N°3, pp. 280-317

Kefi, H. (2015) (ed), *Information Technology Ethics: Concepts and Practices in the Digital World*, Cambridge Scholars Publishing.

Laudon, K.C., Laudon, J.P. (2014), *Management Information Systems: Managing the Digital Firm*, Pearson Education.

Rogers, D.L. (2016), *The Digital Transformation Playbook: Rethink Your Business for the Digital Age*, Columbia University Press.

Sorgers, F. (2015), *Marketing Analytics: Strategic Models and Metrics*, S. Sorgers.

## MyCourse

This course is on MyCourse : **Yes**

## Grading

The numerical grade distribution will dictate the final grade.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

## Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.