UCL Université catholique de Louvain

# LLSMS2115

*2015-2016*

# E-Management (in English)

| 5.0 credits | 30.0 h | 2q |
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| Teacher(s) : | de Broqueville Olivier ; |
| Language : | Anglais |
| Place of the course | Louvain-la-Neuve |
| Main themes : | The course aims at giving an overview of the modifications of the role of the managers and changes in company functions (marketing, production & logistics, human resources and strategy) due to impact of ICT on the organization, both at micro and at macro levels. |
| Aims : | Thanks to this course, the student will be able to deeply understand which could be the impacts of ICT integration in a company from a managerial perspective and also to have insights about possible explanations of ICT integration success/failure. Moreover, the student will be able to apply techniques and guidelines to face situations where uncertainties are numerous, and thus where he has to be flexible in the decision process.<br>In other words, the main course learning objective is to understand how as a manager he could be prepared to face e-business opportunities and threats.<br>*The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".* |
| Content : | Summary<br>The course consists in the presentation of several major - strategic and tactical - changes induced by the introduction of ICT on the classical functions (marketing, logistics, human resource and strategy) of an organization. In this framework, the course is divided in 4 modules. Each module has three parts:<br>1. A company representative will explain an ICT integration in her/his company (a company which either designs or uses this ICT);<br>2. A professor will give an academic point of view about ICT impacts on his/her area of interest;<br>3. Students by group will deepen and enlarge their knowledge about the same issue in analysing a case, reading articles, etc. in classroom.<br>In the second part of the course, students are required to analyze in groups one technological change and its impact on an existing organization from a managerial point of view and to present their solution.<br><br>Content<br>- Production and Logistics Module: Entreprise Resource Planning<br>- Marketing Module: Value creation on Internet<br>- Human Resource Module: Human Resource Information System<br>- Strategy Module: Strategic decision-making process in the context of the change<br><br>Methods<br>In-class activities<br>- Interactive seminar<br>- Micro-teaching (partly presented by students)<br>- role playing/simulation<br><br>At home activities<br>- Readings to prepare the lecture<br>- Paper work<br>- Students presentation |

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| Other infos : | Prerequisites<br>A good knowledge of basics in marketing, production and logistics, and human resource management<br><br>Evaluation :<br>The final grade is based on:<br>1. Class participation<br>2. Work by module (readings and oral presentation)<br>3. Integrative work (report and oral presentation)<br><br>Support :<br>Slides provided through icampus<br><br>References :<br>Provided during the class<br><br><br>Internationalisation<br>- CEMS course<br><br>Corporate features<br>- conference<br>- corporate guest<br><br>Skills<br>- presentation skills<br>- writing skills<br>- team work<br>- decision making<br>- critical thinking<br>- assertiveness<br><br>Techniques and tools for teaching and learning<br>- qualitative methods |
| Faculty or entity in charge: | CLSM |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
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| Intitulé du programme | Sigle | Credits | Prerequis | Acquis d'apprentissage |
| Master [120] in Business Engineering | INGM2M | 5 | - | |
| Master [120] in Business engineering | INGE2M | 5 | - | |
| Master [120] in Management | GEST2M | 5 | - | |
| Master [120] in Management | GESM2M | 5 | - | |