

Faculty of Economic, Social and Political Sciences



CEMS2312 E-Management

[30h] 5 credits

Teacher(s): Olivier de Broqueville, Anne-Cécile Jeandrain
Language: French
Level: Second cycle

Aims

At the end of the class, students should be able to

- To deeply understand which could be the organizational, strategic and operational impacts of ICT (information and communication technology) integration in a company
- To have insights about possible explanations of ICT integration success/failure
- To understand and apply techniques and guidelines to face situations in e-management
- To understand how as a manager you could be prepared to face e-business opportunities and threats

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 (information and communication technology) on the organization, both at micro and at macro levels

Content and teaching methods

Content

The course consists in the presentation of several major - strategic and tactical - changes induced by the introduction of ICT (information and communication technology) on the classical functions of an organization. In this framework, the course is divided in 4 modules - for instance, marketing, logistics, human resource and strategy. Each module has three parts:

- (1) A company representative will explain an ICT integration in her/his company;
- (2) A professor will give you an academic point of view about ICT impacts on his/her area of interest;
- (3) You will deepen and enlarge your knowledge about the same issue in analysing a case and reading articles.

Methods

The course is designed to encourage participation and active learning.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite : Basic concepts of management

Evaluation : in-class participation, individual homework, project in group

Support : Scientific papers selected each year

Pedagogic team: Teachers

Programmes in which this activity is taught

ECGE3DS/IM Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)

ECGE3DS/IO Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion		
ECGE3DS/IM	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(4.5 credits)	Mandatory
ECGE3DS/IO	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	Mandatory
ELEC22	Deuxième année du programme conduisant au grade d'ingénieur civil électricien	(5 credits)	
INGE23/PM	Troisième Ingénieur de gestion (Création d'entreprise)	(4.5 credits)	Mandatory