

## 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

#### Other credits in programs

<b>ECAP22</b>	Deuxième licence en sciences de gestion	(5 credits)	Mandatory
<b>ECGE3DS/IM</b>	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(4.5 credits)	Mandatory
<b>ECGE3DS/IO</b>	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	Mandatory
<b>INFO23</b>	Troisième année du programme conduisant au grade d'ingénieur civil informaticien	(5 credits)	