

Management of Information Systems

UGRA_002667

Departments	Data, Analytics, Technology and Artificial Intelligence (DATA), Dept. of Operations, Innovation & Data Sciences
Teaching Languages	English and Spanish
ECTS	4
Teacher responsible	Xavier Busquets Carretero - xavier.busquets@esade.edu Alexander Staub - alexander.staub@esade.edu

Teaching methodology

This course combines both theoretical and practical sessions.

In the theoretical sessions, we will combine master sessions, case discussions and keynote interviews.

In the practical sessions, we will follow different dynamics to ensure that the key concepts are fully understood.

The course requires students to be active participants in their own learning. For most of the sessions, students

are expected to come prepared for the class case discussions. The concrete work to be done before the class will be uploaded in Moodle and will be checked in class with quizzes.

Participation is also appreciated and contributes to the final grade.

Description

Course contribution to program

This MIS course is a vital part of the BBA program at ESADE. It equips students with essential knowledge and skills to navigate the digital landscape in modern business. By combining theoretical frameworks with practical applications, students learn the strategic role of information systems and digital innovation.

The course covers the impact of ICT on organizations, data analytics, artificial intelligence, and digital platforms. Practical components such as case studies, group projects, and hackathons foster critical thinking, problem-solving, and collaboration.

Overall, this course prepares students to manage information systems strategically, drive digital transformation, and leverage technology to create value, aligning with the BBA program's goal of developing forward-thinking business professionals.

Short description

The term "Management of Information Systems" has several definitions, depending upon where you look or whom you ask. Common among these many definitions is that MIS represent a collection of technologies, people, and processes that manage the information and communication resources of an organization. This course provides students with an overview of how to design a strategic response to face the impact of the digital revolution in our industries. It has never been more important for all business students to have a strong and appropriate grounding in digital innovation (a driver for social and business innovation). Students have to understand the nature of digital transformations and become digital innovators. The course provides an overview of the frameworks and models associated with digitalization of the economy, and digital platforms. The course will combine theory with real-world experience. Case studies will emphasize practical approaches.

Activities

Other

Keynote Speakers: Gain insights from industry leaders and executives through exclusive guest lectures and discussions.

Readings

Scholarly articles and industry reports to build foundational knowledge of MIS and Digital Leadership

Case study resolution

Analyze real-world business cases to understand successful IT strategies and implementations.

Project development and presentation

Develop and present a comprehensive project that in a real company.

Content

#	Topic
1	Technology Impact: understand how ITC affects organizations and how to respond to this challenge from a corporate point of view.
2	Challenge (!): understand why LinkedIn has been so successful and participate in a group based Challenge.
3	Clients: analyze and discuss how technology is affecting client relationships and how to leverage these tools to create more value.
4	Project: start a hands-on project to digitally transform a concrete company of your choice.
5	Platforms: understand the meaning of platforms, and the dynamics that they can offer to

#	Topic
5	build business models on top of them.
6	Products: understand how technology allows us to create new products and services or even think of new business models.
7	Hackathon: to solve a concrete IT related problem through a hackathon dynamic.
8	Digital transformation: understand the deep meaning of this trendy concept giving the students a framework to face it from different company axis.
9	Analytics and AI: understand the strategic role of data analytics and artificial intelligence in the context of large enterprises.
10	Trends: understand the opportunities given by emerging technologies that are said to be mature in the near future.

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues	Participation	Ordinary round	10.00%
Quizzes/tests	Quizzes	Ordinary round	20.00%
Written and/or oral exams	Final exam	Ordinary round	25.00%
Group project	Digital Challenge	Ordinary round	10.00%
Group project	Project	Ordinary round	20.00%
Individual or team exercises	Hackathon	Ordinary round	5.00%
Individual or team exercises	Group assignments	Ordinary round	10.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
 BBA20 Year 3 (Mandatory)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
 BBA23 Year 3 (Mandatory)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
 GBD20 Year 4 (Mandatory)