

Global Management of Information Systems and digital strategies

ECTS : 6

### Description du contenu de l'enseignement :

Nowadays, organizations increasingly develop, offer and rely on digital services. In many sectors, traditional organizations have been dramatically challenged by new platform business models – illustrated by the widely acknowledged and controversial Uber, AirBnB - driven by increasing reliance on WebServices (API), as well as data analytics. This course will train the students to identify digital platforms economic and business opportunities in data, as well as frame a whole project of a platform business, its services and its governance.

### Compétence à acquérir :

#### Course Objectives

1. Understand:
  1. Information Systems integration
  2. The new Infrastructure: Cloud (IaaS, PaaS, SaaS)
  3. Service Oriented Architecture
  4. Web services undamp; API
  5. Data in the context of e-business undamp; Big Data
  6. IT Governance
2. Analyze a real business case.
  1. Key digital process
  2. Key success factors

#### Learning outcomes

Upon completion of this course, the student should be capable to:

- Identify strategic opportunities in the digital economy, provide recommendations regarding the digital strategy of a specific company or provide advice to refine this strategy;
- Support IS projects, in particular projects that aim at implementing new IT tools and applications (Cloud computing and cloud services, API, e-business, big data, ...) by providing managerial expertise regarding the adequacy of these tools to a specific company or organization;
- Propose directions and guidelines to support the digital transformation of a company;
- Analyze and anticipate organizational consequences of the digital transformation of a company.

#### Mode de contrôle des connaissances :

An evaluation scale will be completed by the instructor and provided to each team. The instructors' attention will focus on the following major points:

- Reliability of the collected information on the company. Please make sure that the team build a comprehensive understanding of the organization and its digital opportunities
- Clarity of writing. Please make sure that at least two members of the team completely reread the report.
- Rigor of analysis.
- Please make not only to propose an API but also imagine **how users could use the APIs and fully benefit from it**. The instructors highly recommend to rely on scenarii, creative simulation of the API use.
- Quality of your oral presentation. The presentation should be fluid and well prepared.
- Respect of deadlines. Make sure to create your own internal deadlines and that work is delivered in time.

**Group work** Collaborative work on the APIArtist Project during and between the classes. Completion of the assignments and peer evaluation Sessions - 30%

**Individual attendance** \*Brain\* attendance compulsory

Questions asked, comments and insights shared with the whole class Contribution to the wiki Sessions - 20%

**APIArtist** Group presentation and report

Presentation + Advisory Boards +Report 50%

**Bibliographie, lectures recommandées :**

1. DAVE CHAFFEY, (2014), "Digital Business and E-Commerce Management", 720 p., Pearson
2. ISAAC H., VOLLE P., (2014), "E-commerce. De la stratégie à la mise en oeuvre", Pearson Education, 532 p.
3. AUSTIN, R. D., NOLAN, R. L., undamp; O'DONNELL, S. (2009). **The adventures of an IT leader.** Harvard Business Press.

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