DC Lead

Master in Digital
Communication
Leadership

Elective Subjects/ Semester 2,3 or 4:	
Title of the course	Business and Consumer Ethics
Coordinator of the course:	Dimitri ROBERT/ Wouter VERBEKE
Content/Description	This course confronts the student with the different strategical and managerial issues, challenges, opportunities and decisions to be made by corporations and organizations with regards to the development and use of information systems (IS) and information technology (IT). The course as well aims to provide the students with a set of conceptual tools and approaches (models, methodologies, frameworks, etc.) to handle all these different aspects. In the first part of the course, starting from a general definition of a business model, the impact of IS on business models and strategy is discussed, as well as ways to rethink business processes using IT, for instance by adopting a service-oriented business architecture. Moreover, IT/IS governance and enterprise architecture frameworks are being introduced as a means to improve business-IT alignment, and maturity level measurement as a means to assess an organization's abilities and skill in aligning and executing strategic IT projects. The second part of the course covers topics related to IS risk management and cyber security, service and project management, as well as different themes related to knowledge management and business intelligence, including associated topics such as big data, data mining, predictive analytics, IT balanced scorecards, on-demand and cloud computing.
Workload: ECTS	6 ECTS Credits Total student working hours: 153 hours Attendance: 26 hours Mandatory Reading: 39 hours Preparation of exercise (Group work): 48 hours Preparation of exam: 40 hours
Objectives	**General competencies** As a result of this course, students will understand the various functions and activities within the information systems area, including the role of IT management and the CIO, structuring of IT management within an organization, and managing IT professionals within the firm. Students will be able to indicate how IS represents a key source of competitive advantage for firms, and explain why and how IS-related activities need to be structured in order to maximize the business value of IS within and outside the company. They will be able to enumerate and evaluate the issues and challenges associated with successfully or unsuccessfully incorporating IS into a firm, and understand how strategic decisions are made concerning acquiring IS resources and capabilities including the ability to evaluate the different sourcing options. Students are expected to be able to explain in their own words the role of IT control and service management frameworks from the perspective of managing the IS function in an organization.

	Practical competencies
	Students will be able to read, process and analyze scientific articles in an effective and efficient manner in order to summarize the key take aways from a business practitioners perspective. Students will be able to write a qualitative, focused executive summary report based on scientific and business research literature, as well as to present their key findings to a business savvy audience.
Guest Lecturers (if applicable)	–
Selected References	

Handbook (Recommended): Corporate Information Strategy and Management, Text and cases, international edition, Applegate L.M., Austin R.D. and Soule D.L., McGraw-Hill, 0073402931, 2009
Grading

The final grade is composed based on the following categories:

- Oral Exam determines 60% of the final mark.

- Practical Exam determines 40% of the final mark.

Within the Oral Exam category, the following assignments need to be completed:

Oral Exam with a relative weight of 12 which comprises 60% of the final mark.

Note: oral exam with written preparation

Within the Practical Exam category, the following assignments need to be completed:

Assignment with a relative weight of 8 which comprises 40% of the final mark.