

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Information Systems (5MI1011)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Bachelor en sciences économiques</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Pilier principal B A - management</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Automne

### Equipe enseignante

Adrian Holzer  
Professeur  
Institut du management de l'information  
A.L.Breguet 2,  
CH 2000 Neuchâtel +41.32.718.13.32  
[adrian.holzer@unine.ch](mailto:adrian.holzer@unine.ch)

Jonas Tschantz  
Assistant-étudiant  
Institut du management de l'information  
A.L.Breguet 2,  
CH 2000 Neuchâtel

### Objectifs

The objective is to enable students to critically apprehend the opportunities and challenges associated with the design and the exploitation of information systems in different contexts. More specifically, at the end of the course students will be able to:

- illustrate how digital transformation affects organisational, educational and humanitarian contexts.
- sketch the opportunities and challenges associated with the design and the exploitation of information systems in these contexts.
- apply design methodologies to build information systems
- investigate an organisational problem using design tools
- design a prototypical solution to address the problem
- measure the fit between the solution and problem

Furthermore students will also acquire the following transversal skills:

- set objectives and design an action plan to reach those objectives.
- plan and carry out activities in a way which makes optimal use of available time and other resources.
- use a work methodology appropriate to the task.
- communicate effectively, being understood, including across different languages and cultures.
- communicate effectively with professionals from other disciplines.
- evaluate one's own performance in the team, receive and respond appropriately to feedback.
- negotiate effectively within the group.
- assess one's own level of skill acquisition, and plan their on-going learning goals.

### Contenu

Digital transformation  
Organisational information systems  
Learning information systems  
Humanitarian information systems  
Design science  
Design thinking  
Agile methodologies  
User evaluations  
Value proposition  
Digital nudges

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## **Information Systems (5MI1011)**

Gamification

### **Forme de l'évaluation**

Individual closed book written midterm exam (30%)  
Teamwork participation (10%)  
Teamwork presentation (20%)  
Teamwork report (40%)

Modalités de rattrapage: oral exam (15 min) during the exam session (100%)

For the midterm and the potential oral exam neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam could be deemed as failed.

### **Documentation**

- Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2014). Embracing digital technology: A new strategic imperative. MIT sloan management review, 55(2), 1.
- OCHA, U. (2013). Humanitarianism in the Network Age. UN OCHA Policy and studies series.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). Value proposition design. Campus Verlag.
- Brown, T. (2009). Change by design.

### **Pré-requis**

None

### **Forme de l'enseignement**

4-hour lectures with discussions, learning activities and teamwork support