

- Faculté des sciences économiques
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### Information System Design (5MI2010)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme et communication, orientation création de contenus et communication d'intérêt général (120ECTS)</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master en journalisme et communication, orientation création de contenus et communication d'intérêt général (90ECTS)</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master in General Management</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Arts en innovation, orientation Innovation et société</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Law en innovation</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Science en innovation</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 Printemps

#### Equipe enseignante

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#### Contenu

Digital transformation in various business sectors  
Design science  
Design thinking  
Agile methodologies  
Information systems assessments  
Value proposition design  
Digital nudges

#### Forme de l'évaluation

Written test during semester (2 hours, no documentation, 50%)  
Participation (10%)  
Team work presentation (40%)

No documentation is permitted for the written test. Connected objects are not allowed in exams. In the event of infringement of these rules, students will be considered to have committed fraud, and any items not admitted will be withdrawn. In addition, the exam may be deemed to have been failed.

#### Modalités de rattrapage

2-hour written exam during the exam session without documentation (100%)

No documentation is permitted for the written exam. Connected objects are not allowed in exams. In the event of infringement of these rules, students will be considered to have committed fraud, and any items not admitted will be withdrawn. In addition, the exam may be deemed to

URLs	1) <a href="https://moodle.unine.ch/course/view.php?id=10619">https://moodle.unine.ch/course/view.php?id=10619</a>
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have been failed.

### Documentation

- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). Value proposition design. Campus Verlag.
- Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2014). Embracing digital technology: A new strategic imperative. MIT sloan management review, 55(2), 1.
- Brown, T. (2009). Change by design.

### Pré-requis

None

### Forme de l'enseignement

Lectures with discussions, group work

### Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Illustrate digital transformation challenges
- Design an digital artefact using user-centered agile design methodologies
- Examine problems using design thinking methods

### Compétences transférables

- Communicate results of an analysis orally
- Apply knowledge to concrete situations