

NOVA Information Management School

NOVA IMS

Course	Enterprise Information Systems
Cordinator	Pedro Ruivo
ECTS	6
Objectives:	<p>Among the many challenges of today, the constant changes in the economy, trends in various industries, the rising of customer expectations, the internationalization, and the endless need to reduce costs are at the forefront of managers' actions. Despite all these challenges, the opportunities are based on an agile, flexible and fully integrated management. The use of business information systems designed to address these challenges, provide the management na infrastructure for companies get advantage of new opportunities. The development of an information system that supports the development of a management model relies heavily on knowing, articulate, use and extract the value of various types of enterprise applications such as ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management), and e-Commerce. Thus, the discipline of Enterprise Information Systems focuses on how advances in business information systems are constantly redefining the role and value of information systems in business and management. Students will have the opportunity to materialize the above challenges in training activities in the business applications of the Dynamics product line in partnership with Microsoft.</p>
Atending requirements:	Approved in Information Systems course
Curricular Unit Contents:	<p>Part 1</p> <ul style="list-style-type: none"> • 1. Information Systems for enterprises. • 2. Enterprise applications. • 3. ERP (Enterprise Resourse Planning). • 4. CRM (Customer Relationship Management). • 5. SCM (Supply Chain Management).

	<ul style="list-style-type: none"> 6. E-Commerce. <p>Part 2</p> <ul style="list-style-type: none"> Microsoft Dynamics CRM labs (partnership NOVA IMS/Microsoft) <ul style="list-style-type: none"> a) 360° Customer view b) Sales cycle c) Analytics Microsoft Dynamics ERP&SCM labs (partnership NOVA IMS/Microsoft) <ul style="list-style-type: none"> a) 360° view or financial management b) Supply chain management c) Ledger entries
Teaching methods:	<p>Theoretical and practical classes.</p> <p>Case studies.</p> <p>Hands on Labs.</p>
Grading methods:	<p>1st Option</p> <ul style="list-style-type: none"> a) Continuous evaluation (participation and presence): 10% b) Case study analysis and presentation: 40% c) Lab work: Certificate d) 1st Test: 25% e) 2nd Test: 25% <p>2nd Option</p> <ul style="list-style-type: none"> a) Continuous evaluation (participation and presence): 10% b) Case study analysis and presentation: 40% c) Lab work: Certificate d) Exam: 50% <p>Note: Students will only obtain approval if they also score a minimum value of 9,5 on each tests/Exam, regardless classification attained on a), b) and c).</p>
Bibliography:	<ul style="list-style-type: none"> Laudon, Kenneth C. and Laudon (2012). Management Information Systems (12th Edition), Prentice Hall, ISBN:978-0-13-607846-3 O'Brien, James A. and Marakas, George (2005). Management Information Systems (7th Edition). McGraw-Hill/Irwin, ISBN:007293588.