

IS in the Wine Industry

EM1S5M32

Program

PGE

PGE 3A - International Wine management and tourism (IWMT)

UE

International Wine Management

Semester

A

Discipline

Information systems management

Contact hours

24 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Coralie HALLER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Daria PLOTKINA	dplotkina@unistra.fr	12 h
Coralie HALLER	coralie.haller@em-strasbourg.eu	12 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

Information and knowledge are transforming the world of wine business nowadays. Although many managers are familiar with the reasons why managing their typical resources such as equipment and people are important, it is worthwhile to take a moment to examine the growing interdependence between a firm's ability to use information and knowledge and its ability to implement corporate strategies and achieve corporate goals.

In this context, this course is dedicated to give participants awareness and understanding of strategic perspectives and unique challenges faced by organizations within the wine industry in regards to information and knowledge management. Management of information and knowledge entails generating choices to be made among competing alternatives to produce a competitive advantage and earn above-average returns.

The course includes seminar-type discussions based on readings, latest news in the field, and real-life case studies. In addition, participants are encouraged to actively participate in the course through collaboration and teamwork projects

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Oral presentations
- Projects

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** the importance and the opportunities of digital marketing for wine industries
 - - (level 1) **State** the challenges of business digitalization
 - - (level 1) **Recognize** organizational features, expressed/hidden resistances that managers need to know about in order to build and use IS successfully
 - - (level 2) **Describe** what an Information System (IS) is and how IS is transforming the world of wine business
 - - (level 2) **Explain** how IS support decision making processes
 - - (level 3) **Illustrate** the implications of reputation economy on wine business
 - - (level 3) **Sketch** a digital strategy for a winery
 - - (level 6) **Evaluate** the role played by IS serving various levels of management and their relationship to each other
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1 - Coralie Haller

IS is transforming business: Perspective in IS, types of IS and major failures in implementing an IS
Case study: Information System (IS) in the global wine business : The Provence Wine Industry

Session 2 Coralie Haller

Organizational Information System (OIS)

Impact of IS and decision-making processes

Case study: Information System (IS) in the global wine business : The Provence Wine Industry

Session 3 - Daria Plotkina

Presence online: Website, SEO, Content

Reputation: Word-of-mouth and opinion leadership

Session 5 Daria Plotkina

Data-driven marketing and Big-data

No prerequisite has been provided

Knowledge in / Key concepts to master

Information System in Wine Industry

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

http://www.erinmcintyredesigns.com/wp-content/uploads/2015/11/Search_Engine_Optimization_Erin_McIntyre.pdf

Burgess, S., Sellitto, C., & Wenn, A. (2005). Maturity in the websites of Australian wineries: a study of varying website content. *International journal of electronic business*, 3(5), 473-490.

Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.

Laudon, K.C & Laudon, J.P (2006) *Management of Information Systems: Managing the Digital Firm*, 11th Edition, Pearson Education Limited, England (available at the library)

Laudon, K.C & Laudon, J.P (2013) Management of Information Systems: Managing the Digital Firm, 13th Edition, Pearson Education Limited, England

Zhu, Y., Basil, D. Z., & Hunter, M. G. (2009). The extended website stage model: a study of Canadian winery websites. Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration, 26(4), 286-300.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Haller, C., Plotkina, D. & VoThan, T. (2019). Proposition d'une grille d'évaluation de la maturité digitale d'un site Web d'entreprise vitivinicole dans le contexte européen. Conférence Association Information et Management, Nantes, France, 3-5 June.

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. Journal of Retailing and Consumer Services, 29, 1-11.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. Session 2

Oral (15 Min.) / Group / English / Weight : 25 %

Details : Case study: Provence Wine Industry IS

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3

Intermediate assessment / continuous assessment 2 Last class

Written and oral (10 Min.) / Group / English / Weight : 25 %

Details : Group Project - Digital practices Wineries (wineries websites and guidelines provided)

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3

Intermediate assessment / continuous assessment 3 Other (date, pop quiz, etc.) : TBA

Written (60 Min.) / Individual / English / Weight : 35 %

Details : QUIZZ

This evaluation is used to measure L01.1, L01.2, L01.3

Final evaluation Class no. Session 3

Written (1 Min.) / Individual / English / Weight : 15 %

Details : Grid of wine Influencers Profile Similarity and differences among the wine influences

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3