

## COURSE GUIDE

2022/23

**Faculty** 351 - Faculty of Economics and Business. Elcano Department

**Cycle** .

**Degree** GCOMER30 - Bachelor's Degree in Business Management

**Year** First year

## COURSE

27512 - Management Information Systems

**Credits, ECTS:** 6

## COURSE DESCRIPTION

### GENERAL DESCRIPTION

Today, the knowledge of Information and Communication Technologies (ICT) is vital in any branch of the business world so that our subject is essential in a Business related degree. It is increasingly necessary that those responsible for the current Business Management are competent in the use of ICT in their daily professional activity.

This subject is part of the Instrumental Tools module, offering a current and novel perspective on the evolution of ICTs with the widespread expansion of mass electronic media and the Internet. This course is intended for students to acquire by the end of the course, essential competencies for planning and managing successful businesses using ICTs, also understanding the implications of ICT and its impact on organizations. Also it is expected that students will acquire knowledge and skills in key aspects of security, logistics, payment, marketing and other associated technologies that allow them to deal with any implementation of ICT.

The methodology used is practical, collaborative and global. It is practical, because it includes the study of practical cases. It is collaborative, because the learning process is developed through collaborative activities (CL) and project-based learning (PBL). It is global, because the development of the course is based on the use of a Moodle e-learning platform (EGELA-Virtual Campus), as support for in-class teaching.

This subject is oriented:

- 1- To understand, value and use the characteristic hardware and software of an automated computer system, its functions and applications, centering principally on its application in the economic and business environment.
- 2- To utilize office computer tools and information and communications technologies, including Internet, promoting self learning as well as cooperative learning in the environment of business management.
- 3- To solve successfully exercises which require the command of the distinct web and office applications with adequate arguments and presentation.
- 4- To apply the learned skills and knowledge to other disciplines in the degree program.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

### SKILLS TO BE ACQUIRED

- 1- Know, value and use the hardware and software features of a computerized information system, its functions and implementation, mainly on an economic and business environment. Specific competence linked to the G001, G002 and G003 competences of the Degree.
- 2- Use computer tools and ICTs, including the Internet, promoting both self-learning and cooperative learning in the field of business management. Specific competence linked to the G002 and G003 competences of the Degree.
- 3- Understand and solve successful practical exercises using several web and office applications, showing a good command of argumentation and presentation. Specific competence linked to the G001, G002 and G004 and G008 competences of the Degree.
- 4- Develop skills on information management. Being able to search, analyze and synthesize in oral and written form, information from various sources regarding ICTs. Transversal Competence linked to the G002 and G004 competences of the Degree.
- 5- Apply cognitive, emotional and instrumental skills that help students to work with autonomy and to participate actively in class, to develop the adequate individual and team

work, and to take initiatives and decisions about Internet and other information technologies. Transversal competency linked to skills the G005 and G008 competences of the Degree.

## LEARNING OUTCOMES

### OUTCOME 1

Acquire a wide perspective about ICTs which allows students to make strategic decisions and to understand its implications and its impact on organizations.

### OUTCOME 2

Solve individual/group tasks about ICTs, from both a theoretical and practical point of view, using accurately the terminology of ICTs in a real Business environment.

### OUTCOME 3

Implementation of knowledge and skills in key aspects of ICTs, such as: design, security, logistics, marketing and other related technologies, etc .., that allows them to plan, create and manage today's Business successfully.

### OUTCOME 4

Participate actively in the class, in the virtual platform of the course, at forums and other proposed individual and group activities

## ACTIVITIES FOR THE ACQUISITION OF SKILLS

### CLASSROOM ACTIVITIES

Based on lectures and classroom practice. Include: conducting individual and group activities (written tests, reviews, practical exercises, discussions, oral presentations and other practical activities), for the specific application of concepts and contents of the subject.

### OUT OF CLASS ACTIVITIES

Review and create summaries of the key contents of the course. Review of materials that the Professor has used/referenced in class. Review additional materials recommended by the Professor. Solve of individual and group activities.

## CONTENIDOS TEÓRICO-PRÁCTICOS

S1- Information and communication technologies

S2- Enterprise computing (modular business management)

S3- Office software tools

## TEACHING METHODS

### METHODOLOGY

The subject is eminently practical and it is taught at the Computer Labs of the Elcano Section, Faculty of Economics and Business, Bilbao. The course is carried out assiduously using the EGELA teaching platform to support face-to-face teaching.

## TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	12				48				
Horas de Actividad No Presencial del Alumno/a	18				72				

**Legend:** M: Lecture-based S: Seminar GA: Applied classroom-based groups  
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups  
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

## Evaluation methods

- Continuous evaluation
- End-of-course evaluation

## Evaluation tools and percentages of final mark

- Written test, open questions 40%
- Exercises, cases or problem sets 25%
- Teamwork assignments (problem solving, Project design) 25%
- Active participation in class and in EGela 10%

## ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

### FINAL EVALUATION-FIRST CALL

This subject is based on the continuous assessment method. Given the "new normal" situation, 2 possible evaluation systems have been established. The first system is the one that will be used in the event that presential teaching can be carried out as planned, while the second system would be used in the event that a situation of confinement returns, in which the Student and Faculty cannot be present in the Center.

### FIRST SYSTEM: CONTINUOUS EVALUATION

Methods and marking percentages:

- Completion of practices (exercises, cases or problems, exams) (%): 25
- Teamwork (problem solving, project design) (%): 25
- Active participation in class and in EGELA (%): 10
- Written exam (%): 40 (this may be in person or online).

### SECOND SYSTEM: EVALUATION (IN CONFINEMENT)

The evaluation system will be the same as the previous one, but all the exams, deliverables and exercises will be explained and sent electronically via the EGELA platform.

### ASSESSMENT-FOR STUDENTS WHO CANNOT START OR COMPLETE THE CONTINUOUS ASSESSMENT

Students who cannot start or complete the subject according to the continuous assessment method, must:

- Request their right to a final exam, at the Secretary of the Center, within the established period.
- Notify the Professor of such circumstance.

These Students will be evaluated, on the dates established by the University (January 2023), via a final exam that constitutes 100% of the grade. This exam may be in person or if the situation does not allow it, online.

## EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

### FINAL EVALUATION-EXTRAORDINARY CALL

The Student who does not pass the subject in the first call may sit the extraordinary call on the official date established by the University (June 2023). In the extraordinary call, a written exam constitutes 100% of the final grade. This exam may be in person or if the situation does not allow it online.

## MANDATORY MATERIALS

Manuals, books and other digital publications, Internet, a PC, specific software (browser, word processor, spreadsheet software, database management software, presentation-aid software, screenshots software, ...), Linux-Ubuntu, OpenOffice, MS-Windows, MS-Office, etc.

## BIBLIOGRAFÍA

### Basic bibliography

Computers Made Easy: From Dummy To Geek. James Bernstein, 2021.

Cloud Storage Made Easy: Securely Backup and Share Your Files. James Bernstein, 2019.

Digital Transformation Game Plan: 34 Tenets for Masterfully Merging Technology and Business. Xiao Guo, Gary O'Brien & Mike Mason. O'Reilly Media Inc., 2019.

Excel 2020 Crash Course: The Complete Beginner to Expert Guide That Teaches Everything You Need to Know About Microsoft Excel 2020. Aaron Baddeley, 2021.

Management Information Systems: Managing the Digital Firm, Global Edition. Kenneth Laudon & Jane Laudon. Pearson, 2019.

Networking Made Easy: Get Yourself Connected. James Bernstein, 2018.

Office for the Web Made Easy: Free Productivity Apps in the Cloud. James Bernstein, 2021.

PowerPoint Made Easy: Presenting Your Ideas With Style. James Bernstein, 2019.

VirtualBox Made Easy: Virtualize Your Environment with Ease. James Bernstein, 2020.

**Detailed bibliography**

Google Apps Made Easy: Learn to work in the cloud. James Bernstein, 2019.

Google Docs Made Easy: Online Collaboration For Everyone. James Bernstein, 2021.

The Basics of Bitcoins and Blockchains: An Introduction to Cryptocurrencies and the Technology that Powers Them (Cryptography, Crypto Trading, Digital Assets, NFT). Antony Lewis, 2021.

Windows 10 Made Easy: Take Control of Your PC. James Bernstein, 2021.

**Journals**

<https://www.computerworld.com/home>  
<https://www.pcworld.com/>  
<https://www.macworld.com/>

**Web sites of interest**

<http://www.microsoft.com>  
<http://office.microsoft.com>  
<http://blog.open-office.com>  
<http://amazon.com>

**OBSERVATIONS**