

Course Syllabus

Name of course/module: Management Technologies

Year: 1

Code: P954001110

Coordinating professor: Roberto Gómez-Calvet

Degree program: Business Global Bachelor Degree in Management and Business
Administration

School: Social Sciences

Languages: English

The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

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1. Basic information on the course/module

ECTS	6
Credit type	ECTS
Language	English
Delivery mode	Classroom
Trimester/Semester	1 st Semester

2. Presentation and contents of the course/module

The subject of Management Technologies will provide the student with current knowledge and tools to organize business environments. The course begins with an introduction to information systems, continues with a review of basic software such as Excel, Word and Power Point. Follow with an introduction to the integrated management control systems (Enterprise Resources Planning, ERP). It will also show more complex software tools such as Access or Web Analytics. Throughout this course, the student will be able to review and learn the basic concepts and tools to follow other courses of the degree. For example, in subjects such as Market Analysis, Statistics, Econometrics or Financial Management, it will be very useful to have a solid background of computers and software.

3. Competencies and learning outcomes

Core competencies:

- CB1: That students have demonstrated to possess and understand knowledge in an area of study that is based on general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
- CB3: That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- CB4: That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized public.

Cross-curricular competencies:

- CT1: Autonomous Learning: Ability to choose the strategies, tools and moments that you consider most effective to learn and implement independently what you have learned.
- CT2: Self-confidence: Ability to value our own results, performance and capabilities with the internal conviction that we are capable of doing things and the challenges we face.

- CT6: Oral communication / written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral what is done through words and gestures and, written, through writing and / or graphic support
- CT15: Responsibility: Ability to fulfill the commitments reached by the person with himself and others when performing a task and trying to achieve a set of objectives within the learning process. Existing capacity in every subject to recognize and accept the consequences of a freely done fact.
- CT18: Use of information and communications technologies (ICT): Ability to effectively use information and communications technologies as a tool for the search, processing and storage of information, as well as for the development of communication skills .

Specific competencies:

- CE17: Ability to identify the stages that make up the process of economic transactions generated by digital content: manage and evaluate a complete process of payments and digital collections, including all the agents involved, as well as elements such as rates and frequency of reports and payments .
- CE18. Knowledge of the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process
- CE23: Ability to recognize technological and innovation strategies, as well as technological analysis tools and technological capabilities of the company as a means of growth, development and improvement of its competitiveness.

Learning outcomes:

- LO1: This subject gives the student the technical knowledge related to the most commonly used management software. Starting with simple programs such as Excel, the minimum functionalities to be implemented in a company are known; then learn more in more complex tools such as Access or Web Analytics.
- LO2: Students should pay special attention to the functionality of each tool that will allow its correct performance in different future subjects. Consequently, students will learn the basic tools to later be able to implement them correctly in the different areas: finance, human resources, operations / production, marketing, customer management, etc.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
CB1, CB3, CB4, CT1, CT2, CT18, CE23	LO1
CB1, CB3, CT1, CT2, CT6, CT15, CT18, CE23	LO2

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
AF1 Master lessons	15 h
AF2 Autonomous work	20 h
AF3 Oral presentations	5 h
AF4 Case study and problema solving	7.5 h
AF5 Report and Project thesis	7.5 h
AF6 Visits / External activities	NA
AF7 Team based activities	10 h
AF8 Knowledge tests	2.5 h
AF9: Tutoring	7.5
TOTAL	75 h

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
RA1, RA2	ACT1; ACT4	AF1, AF2, AF4, AF5, AF7, AF8	<i>Unit 1: Introduction</i>
RA1, RA2	ACT1; ACT4	AF1, AF2, AF3, AF4, AF5, AF7, AF8	<i>Unit 2: Microsoft Office: Excel, Access, Word and Powerpoint.</i>
RA1, RA2	ACT1; ACT2; ACT3; ACT4	AF1, AF2, AF3, AF4, AF5, AF7, AF8	<i>Tema 3: Customer Management Database. Customer Relationship Management CRM</i>
RA1, RA2	ACT1; ACT2; ACT3; ACT4	AF1, AF2, AF4, AF7, AF8	<i>Tema 4: Web content analysis: Google Analytics</i>
RA1, RA2	ACT1; ACT2; ACT3; ACT4	AF1, AF2, AF4, AF7, AF8	<i>Tema 5: Social Media networks content: Social Analytics</i>
RA1, RA2	ACT1; ACT2; ACT3; ACT4	AF1, AF2, AF4, AF7, AF8	<i>Tema 6: Introduction to Enterprise Resources Planning (ERP)</i>

When you access the course on the *Virtual Campus*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
ACT.1 Case study method: Practical case activities with numerical resolution and calculation of operations, or resolution based on legal interpretation	PRACTICAL EXERCISES (Rubrics and criteria are exposed in Virtual Campus)	20%
ACT.2 Works and reports: Simulation environments: Development of research work in a group or individual way.	WORKS AND REPORTS (Rubrics and criteria are exposed in Virtual Campus)	20%
ACT.3 Presentations: Group or individual exhibitions of research papers. Acquisition of communication skills	WORKS AND REPORTS (Rubrics and criteria are exposed in Virtual Campus)	10%
ACT.4 Master classes: Lesson follow-up. Participation and debate. Acquisition of knowledge and understanding of the subject	KNOWLEDGE TEST (Assessable criteria are set out in each specific test)	50%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4.1. First exam period (Ordinary call)

In ordinary call, the final qualification will be made by adding the qualifications of the different types of evaluation, in the corresponding weighting. To pass the subject it will be

enough to reach a global weighted grade of 5, which would mean exceeding 50% of the subject. However, to apply this weighting, it is ESSENTIAL that at least an average of 4 points out of 10 has been obtained in the part corresponding to KNOWLEDGE TESTS. In case of not reaching this grade, the student must take a new knowledge test in an extraordinary call, qualifying the subject in the ordinary call as FAIL.

Any student who does not equal or exceed 50% of the subject, or does not reach a grade of 4 out of 10 in the knowledge tests, will be qualified in the ordinary call as “fail”, since the continuous evaluation will prevent considering it as not presented. Consequently, it must be submitted to the extraordinary call set at the time.

If the subject is classified as a fail in ORDINARIA for lack of compliance with the attendance percentages, the teacher will indicate to the student what tests, works or activities the student should perform as a complement to pass the subject.

Attendance: For students who attend face-to-face teaching, the obligation to justify at least 50% attendance at classes is established as a necessary part of the evaluation process and to fulfill the student's right to receive advice, assistance and academic monitoring by the teacher. For these purposes, students must use the technological system that the University puts at their disposal, or the control system determined by the teacher, to accredit their daily attendance to each of their classes. These systems will also serve to guarantee objective information about the active role of the student in the classroom. The lack of accreditation by the means proposed by the university of, at least, 50% of attendance, will empower the teacher to qualify the subject as fail in the ordinary call, according to the qualification system provided for in this regulation. All this, without prejudice to other requirements or higher percentages of assistance that each faculty may establish in the teaching guides or in its internal regulati.....

4.2. Second exam period

In case of having passed the different evaluation percentages in the ordinary call except the knowledge test with the minimum grade of 4 points out of 10, and as long as the overall grade of the subject in ordinary call exceeds the average of 5 points out of 10 , the

extraordinary call will be limited to the completion of a knowledge test, which will account for 50% of the overall grade, taking into consideration the grades obtained in the different sections of the ordinary call to finally establish the final grade for the subject.

If, in addition, the Practices or the Work / Report were suspended, you may carry out the missing activities and submit them, as well as the Work / Report, at least 2 days before the knowledge test date.

5. Bibliography

Here is the recommended bibliography:

- Hidalgo Nuchera, Antonio; Serrano León, Gonzalo, y Pavón Morote, Julián. (2014). La gestión de la innovación y la tecnología en las organizaciones. Madrid: Ediciones.
- Jiménez Partearroyo, Montserrat. (2001). La gestión informática de la empresa. Nuevos modelos de negocio. Madrid: RA-MA.
- Joyanes Aguilar, Luis. (2015). Sistemas de información en la Empresa. El impacto de la nube, la movilidad y los medios sociales. España: Alfaomega.
- Laudon, Kenneth. C., y Laudon, Jane P. (2004). Management Information Systems. Managing the Digital Firm (13th edition). New Jersey: Pearson Education. Pearlson, Keri E.; Saunders, Carol S., y Galletta, Dennis F. (2016). Managing and Using Information Systems. A Strategic Approach. New Jersey: Wiley.

6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

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It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.

Annexes with detailed information on the *Campus Virtual*