

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública
Degree	448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
ECTS	3.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

The learning process designed for this course is based on theoretical and practical classes, with active methodologies, problem solving and, in case of using computers, each student will work autonomously following the guidelines given by the teacher in order to develop the skills and abilities required by the subject.

A subject in the Digital Teaching Platform will be created, in which all the students enrolled in the course will be signed up. This tool will be used as support for the learning process and the student-teacher communication.

5.2.Learning tasks

The program offered to the student to help achieve the expected results includes the following activities:
Lectures (12,5h). In the explanations of concepts and new material. The teacher will combine these lectures with the incorporation of active methodologies that will favor the participation and involvement of the student in the development of the class

Practical classes (12,5h) In the practical work with computers, the teacher will propose exercises on the different applications that the student must learn to manage.

Tutoring, seminars, work and autonomous work (45h) It is the personal work of the student outside the class.

Assessment (5h).

5.3.Syllabus

The course will address the following topics:

1. ICTs and their involvement in the business environment.

Concepts and fundamental notions. Evolution of ICT in the company. ICT in the current company.

The Government of ICT.

Security, Quality and Computer Audit.

Threats and risks of the Company Computer System.

Responsible use of ICT. Legal compliance and right to privacy.

2.Word Processing

Advanced use of word processor: Styles, automatic indexes, document formatting, illustrations, multiple headings, footnotes, personalized letters, bibliography management ...

Creation of pdf documents.

3. Treatment of numerical information

Professional use of spreadsheet in business management.

Absolute and relative references, conditional functions, search functions, tables and dynamic charts, data analysis, goal resolution, macros

4.Other office tools

Databases

Project management

Other complementary tools.

5.Internet and websites.

Computer networks and the Internet.

The web 2.0. Professional applications of social networks in the company.

Design and creation of websites. Quality of a website. Evaluation criteria

6.Media and collaborative tools

Digital Presentations

Edit tools.

Shared documents.

Design and creation of forms. Management of responses.

5.4.Course planning and calendar

The calendar of the sessions and dates of presentation of papers will be communicated to the students through the program of the subject and/or the ADD.

5.5.Bibliography and recommended resources

27343 - E-business

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- BC** Aubry, Christophe. WordPress 4 : un CMS para crear y administrar blogs y sitios web / [autor, Christophe Aubry] . Cornellà de Llobregat, Barcelona : ENI, cop. 2015
- BC** Charte Ojeda, Francisco. Manual avanzado de Excel 2013 / Francisco Charte Ojeda. Madrid : Anaya Multimedia, 2013
- BC** Charte Ojeda, Francisco. Manual avanzado de Excel 2016 / Francisco Charte Ojeda. Madrid : Anaya Multimedia, 2016
- BC** Delgado Cabrera, José María. Manual avanzado de Office 2013 / José María Delgado Cabrera . [1a. ed.] Madrid : Anaya Multimedia, D.L. 2013
- BC** Escario Jover, Inés. Ejercicios con Word 2010 / Inés Escario Jover, María Jesús Lapeña Marcos, Ma. Antonia Zapata Abad . Zaragoza : Universidad de Zaragoza, D.L. 2011|(Servicio de Publicaciones)
- BC** Escario Jover, Inés. Ejercicios con Access 2010 / Inés Escario Jover, María Jesús Lapeña Marcos, Ma. Antonia Zapata Abad Zaragoza : Universidad de Zaragoza, D.L. 2011|(Servicio de Publicaciones)
- BC** Escario Jover, Inés. Ejercicios con Excel 2010 / Inés Escario Jover, María Jesús Lapeña Marcos, Ma. Antonia Zapata Abad Zaragoza : Universidad de Zaragoza, D.L. 2011|(Servicio de Publicaciones)
- BC** Gosende Grela, Javier. Internet para todos / [Javier Gosende, Luis Alberto Martínez] Madrid : Anaya Multimedia, 2013
- BC** Gratton, Sarah-Jayne. De 0 a 100.000 : social media para profesionales y pequeñas empresas / Sarah-Jayne Gratton, Dean Anthony Gratton ; [traductor, Sergio Luis González Cruz] Madrid : Anaya Multimedia, D.L. 2012
- BC** Scott Peña, Patricia. Manual imprescindible de Internet, edición 2013 / Patricia Scott Peña Madrid : Anaya Multimedia, 2013
- BC** Sosinsky, Barrie. ¿Qué es la nube? : el futuro de los sistemas de información / Barrie Sosinsky Madrid : Anaya Multimedia, D.L. 2011
- BC** Valdés-Miranda Cros, Claudia. Introducción a la informática, edición 2013 / Claudia Valdés-Miranda Cros Madrid : Anaya Multimedia, D.L. 2013