

## **27343 - E-business**

### **Syllabus Information**

---

**Academic Year:** 2021/22

**Subject:** 27343 - E-business

**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:** First semester

**Subject Type:** Optional

**Module:**

## **1. General information**

## **2. Learning goals**

## **3. Assessment (1st and 2nd call)**

## **4. Methodology, learning tasks, syllabus and resources**

### **4.1. Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and tutorials.

### **4.2. Learning tasks**

This course is organized as follows:

- **Lectures** (12,5 hours). 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.
- **Practice sessions** (12,5 hours). In the practical work with computers, the teacher will propose exercises on the different applications that the student must learn to manage.
- **Autonomous work and study** (45 hours). Tutorials, seminars and the autonomous work of the student outside the class.
- **Assessment tasks** (5 hours).

The teaching delivery methodology is planned to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught semi-face-to-face or online

### **4.3. Syllabus**

This course will address the following topics:

- **Topic 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.
  - Responsible use of ICT. Legal compliance and right to privacy.
- **Topic 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.
- **Topic 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.
- **Topic 4. Other office tools**
  - Databases
  - Project management
  - Other complementary tools.
- **Topic 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.
- **Topic 6. Media and collaborative tools**
  - Digital Presentations.
  - Design of publications.
  - Image editing tools.
  - Management of shared documents.
  - Design and creation of forms. Management of responses.

#### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsh.unizar.es/>).