DEGREE IN BUSINESS ADMINISTRATION AND INNOVATION MANAGEMENT

1126 - ICT TOOLS FOR BUSINESS

General information

- Type of subject: Basic
- Coordinator: Noemí Ruiz Munzón
- Course: First
- Trimester: First
- Credits: 6
- Teachers:
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Languages

- Catalan
- English

This module is delivered entirely in English. A good command of English is required in order to follow the module adequately

Competences

Basic

- B5_Students should have developed learning skills, necessary to undertake further studies with a high degree of autonomy.

Specific

- E10_Recognize and understand the innovation and entrepreneurship mechanisms and develop the entrepreneurial initiative through theoretical models that fit a business idea.
- E11_Analyze and properly assess the scientific-technological and economic environment, both to seek innovative opportunities and to establish the processes necessary to adapt the organization to that environment.
- E12_Generate strategic skills contemplating the operating environment as a project and establishing long-term and large-scale guidelines.

General

- G1_Students should be able to work in a team, participating actively in the work tasks, negotiating standpoints in order to acquire the ability to work and learn with other team members and thus create and new knowledge
- G2_Students should be able to innovate by developing an open attitude towards change, and be willing to reassess old mental models that pose limitation to their thought
Transversal

- T2. Show willingness to learn about new cultures, use new methodologies and promote international exchange
- T4. Master the tools and software necessary for standard academic activities
- T1. Properly communicate orally and in writing in at least three languages, the two official languages of Catalonia and a third foreign language

Description

The main aim of this subject is to give a global vision of the possibilities which information systems and ICT tools offer in individual, collective and business surroundings. The aim is for students to learn that ICTs can enable, facilitate and give support at work whilst making the tasks, which human intelligence contributes to, easier.

These general objectives consist of introducing the student to certain ICT tools for the running of a business and the knowledge associated with business activity specifically. In the field of knowledge these tools have to allow the student to collaborate in creation, share and structure knowledge which brings meaning to a company. In the area of information management, the student will have to be able to: find useful information on the net, be able to manage all this information and finally be able to generate contents.

Results

This module is aimed to equip students with basic ICT tools necessary in a modern business environment. They are meant the lay a solid basis for further selflearning of both new software and information management systems.

Working methodology

The follow-up of the subject will require the student to attend class with his laptop.

The teaching contents and the competences will be worked on sessions of three types:

1. Theoretical classes: Sessions based on the exhibition of the most relevant contents of the subject. The following teaching methods are contemplated:
   - MD1. Lecture class: Expositive class sessions based on the explanation of the teacher and the students, where students enrolled in the subject attend.
   - MD2. Conferences: Face-to-face sessions or streaming broadcasts, both in university classrooms and in the framework of another institution, in which one or more specialists expose their experiences or projects to students. Visits to exhibitions and / or presentations of subjects related to the contents of the subject.
   - MD3. Presentations: Multimedia formats that serve as support for face-to-face classes.

2. Directed learning: Sessions based on individual or group work. Students have direct teacher support in the classroom and outside the classroom. The following teaching methods are contemplated:
   - MD5. Seminars: face-to-face assistance in small work groups (between 14 and 40). They are sessions related to the face-to-face sessions of the subject that allow to offer a practical perspective of the subject and where the participation of the student is key.
   - MD6. Discussions and forums: face-to-face or online conversations, according to the objectives that the professor responsible for the subject pursues. The debates have a start and end date and are encouraged by the teacher, who will also write the conclusions.
   - MD7. Case study: A dynamic that is based on the study of a case, which serves to contextualize the student in a specific situation. The teacher can propose different activities, both individually and in groups, among their students.
   - MD8. RPG Games: Dynamics of simulation in which each student represents a role specified by the teacher. As a "role", you will have access to specific information and "play" according to the characteristics of your role, according to the rules of the game, to solve or experience the dynamic reference situation.

3. Self-learning: Planned sessions as established and organized tasks.
   - MD9. Resolution of exercises and problems: Non-attendance activity dedicated to the resolution of practical exercises based on the data provided by the teacher or the development of a project.
   - MD10. Readings, information searches.

To carry out these activities, the tools and technologies of support necessary for the monitoring of each of the subjects will be used intensively, taking into account that the main digital spaces of work will be:

- Institutional platform: The virtual classroom will be the reference point for the follow-up of the subject. It is also the space of communication and evaluation.
- Personal platform: The student will have a personal digital space from where he will manage his work throughout the quarter and in addition, will allow him to work collaboratively, according to the programmed activities.

Contents

Topic 1: Systems 2.0

1. Key concepts of the Web 2.0
2. Digital Attitude
3. An introduction to ICTs
4. Company information systems: ERP and CRM

**Topic 2: The connected individual**
1. Information search
2. Information and sources management
3. Infoxication and PLE
4. Cloud Computing

**Topic 3: From the individual to the collective**
1. Group information management
2. Collaborating, sharing and participating
3. Big Data

**Topic 4: From the collective to the organisation**
1. Work management and organisation
2. Working hyperconnected
3. The creation and dissemination of contents

### Activities

In order to do this subject, the student will have to come to class with his own computer. The topics are divided into three types of sessions:

1. Lecture: A theory session based on the presentation of the most relevant contents of the topic and the system of working.
2. Guided work session: Based on individual or group work. Students receive direct teaching support in or outside the classroom.
3. Session in which students learn on their own: a planned session with established and organised tasks.

Heavy use will be made of the support tools and technology needed to follow each topic, bearing in mind that the main spaces will be:

- The institutional platform: the virtual classroom is the place where you can find everything you need to follow the subject. It is also the area for communication and assessment.
- The individual platform: The student will have a personal area in which he/she can manage his or her work during the term and which will allow him/her to work collaborating with others on the programmed tasks at the same time.

### Activities schedule

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>% student dedication</th>
<th>% mandatory class attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>40%</td>
<td>100%</td>
</tr>
<tr>
<td>Workshops (guided learning)</td>
<td>35%</td>
<td>100%</td>
</tr>
<tr>
<td>students learn on their own</td>
<td>35%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Evaluation system

**GRADING SYSTEM**
In order to pass this subject it is necessary to do all the programmed practical work, a final project as well as a final exam. The weighting of the evaluation is distributed as follows:

1. Continuous evaluation: 40%
2. Final project (team): 20%
3. Final exam: 40%

To take the exam, students must first overcome the individual continuous assessment system and the teamwork.

Students need a minimum of 5 from 10 in each part of this evaluation

To sum up:

<table>
<thead>
<tr>
<th>Participation in activities in the classroom, Expositions, Individual Work</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual or/and Group Work</td>
<td>20%</td>
</tr>
<tr>
<td>Final exam</td>
<td>40%</td>
</tr>
</tbody>
</table>

In the period of recovery, the failed students will be able to recover the subject performing a new final exam.

_Students who has not present the Final exam, has no right to recovery period._

### Resources
Basic

Audiovisuals

- Roca, G [Video] La sociedad digital. Recuperat de: https://www.youtube.com/watch?v=kMXZbDT5vm0

Web links


Complementaries

Bibliographies


