



UNIVERSIDAD DE SEVILLA

ESCUELA UNIVERSITARIA DE ESTUDIOS
EMPRESARIALES



INFORMÁTICA APLICADA A LA GESTIÓN DE EMPRESAS (ENGLISH)

DIPLOMATURA EN CIENCIAS EMPRESARIALES

Assistant Professor:

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(Titular de Escuela Universitaria)

Departamento de Administración de Empresas y Comercialización e Investigación de Mercados (Marketing)

Diligencia para hacer constar que el presente programa es el depositado por el Dpto. en este Centro.
El Secretario del Centro: José Ángel Pérez López

Academic year 06/07

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MISSION AND OBJECTIVES FOR THE SUBJECT

The **mission** of this subject is to analyse Information Systems in organizations and to study computerised models in business management. The aim of the model is to help potential managers to think systematically and to use Information Technology in their daily work. The teaching environment is designed to make student participation and discussion easier.

Business management is mainly developed using computerized means. The use of information to make decisions, its analysis as an instrument of reflection, and of knowledge of problematic situations require to be effective, the necessary information in real time and tools of analysis to guide decision- maker.

In this subject students learn about computer advances in business management. Taking this into account, the main teaching **objectives** are:

1. To study new Information and Communication Technology (ICT) in the field of business management
2. To train students on Information Systems
3. To analyse the principal work of a manager, that is, decision making, by using computers to support decision making
4. To design a process to obtain and analyse information in order to make decisions using different software
5. To develop conceptual skills: understanding of business uses of technology; understanding of organization's business model; selecting critical information from masses of data; etc.
6. To develop communication skills: ability to transform ideas into words and actions; presentation skills (spoken format, written format and/or graphic formats); listening; asking questions; credibility among colleagues, peers; etc.

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BRIEF CONTENTS

UNIT 1.- Introduction to Business Information Systems (BIS)

UNIT 2.- Management Information Systems (MIS)

UNIT 3.- Learning Management System: Moodle

UNIT 4.- Design and implementation of a questionnaire using Moodle

UNIT 5.- Analysis of data using SPSS

UNIT 6.- Making a presentation using Power Point

BIBLIOGRAPHY

Basic


- BOCII, P.; CHAFFEY, D.; GREASLEY, A.; HICKIE, S. (2003): *Business Information Systems. Technology, Development and Management for the e-business*, Prentice-Hall
- TURBAN, E.; MCLEAN, E.; WETHERBE, J. (2004): *Information technology for Management. Transforming Organizations in the Digital Economy*, John Wiley & Sons, Inc
- ROBINS, S.P. & COULTER, M. (2005): *Management*, Pearson Prentice Hall, New Jersey
- GONZÁLEZ, J.; WAGENAAR, R. (2003): *Tuning Educational Structures in Europe. Final Report*. Education and Culture, Socrates

ASSESSMENT

The students' knowledge will be assessed through exams/tests, case studies, reports, participation in forums and discussions, and class participation.

Exams/tests

Exams will be carried out by all the students in order to pass the subject. Exams will make up 20% of the total mark in the subject.

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Case studies

Case studies will be carried out by all the students in order to pass the subject. Case studies will be submitted before the deadline set by the assistant professor. Any case application handed in after the date set by the assistant professor will receive a mark of 0. Case studies will make up 30% of the total mark in the subject.

Report

1. The assistant professor will propose some reports related to the subject.
2. Delivery of one report is compulsory.
3. The report will be developed in groups.
4. There is no allowance for late submission of reports. Any work handed in after the date set by the assistant professor will receive a mark of 0.
5. The report will be shown in class to the rest of the students.
6. These reports will make up 40% of the total mark in the subject.

Participation In Class


Attendance and participation in class will be assessed. It will make up 10% of the total mark in the subject. Any student who does not attend more than 80% of the sessions will receive a mark of 0 in participation in class.

Note: If students do not pass the subject with the previous criteria, they will have to pass a final exam in June/July, which will be made up of three parts:

1. Test (30%)
2. Case study using PC (30%)
3. Delivery and oral exposition of a report (40%)

TUTORIAL HOURS

Tutorial hours will be on Mondays, from 09.00h to 10.00h, and from 12.00h to 13.30h, and on Wednesdays, from 10.00h to 11.00h, from 13.00h to 13.30h, and from 16.00h to 18.00h in office number 21 (first floor, Main Building)

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