Teaching Guide 2018/2019

Business Information Systems

Bachelor in Business Administration

Face-to-face tuition

Contents

UCAM | Universidad Católic
DE MURCIA

Business Information Systems

Module: Corporation and Strategy

Topic: **Corporation Management**

Character: **Optional**

ECTS: **4,5 ECTS**

Time period: **Third Course, 6th semester**

Teacher: Laura Campoy

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Student's attention: Mo. 17.30 – 18.30

Module coordinator teacher: **José Palao**

Brief Description

The objective of this course is the development and understanding of the idea of information in the context of real operative business organizations today in this constantly changing world, understood jointly and in connection with the data and knowledge by means of the use of different information systems, applications and technologies. The information is thus seen as an essential component of business resources and its strategic management is essential, in particular when making use of systems built and supported by the latest technologies.

Previous requirements

The students who wish to follow this subject must have an B2 level of English language. The student should also have previous knowledge of corporation management, that is, to know a corporation structure and inner functions. The student should also have a good command of the use of the internet, both in search and follow up of materials in the virtual campus, videos and links.

Objectives

1. Know the data and strategic information role in the strategic Management of corporations and businesses.
2. Creation, capture, use and transformation of data/information within the business scenery.
3. Study the different sources of information, inner and external.
4. Know and identify the different types of Information Management Systems.

5. Explore and understand the use of specific applications of the Information Systems in real environments, success cases and opportunities.

Competences and learning results

Cross-learning competences

(T1) Ability of analysis and synthesis

(**T2**) Organization and planning ability

(**T6)** Ability to manage information

(T7) Adaptation to new situations

(T8) Decision making

(**UCAM5**) Be able to use CIT basic tools as a user.

Specific Competences

(E20) Have the ability to search information and perform research.

(E40) Understand support technology and its impact in new and prospective markets.

(E48) Value the situation and evolution of a corporation from relevant information records.

(E54) Use often communication and information technology in all the work process.

(E56) Apply the analysis to the problems under professional criteria, based in the use of technical tools.

Learning results

- Understand reason and synthetize contents in different fields of knowledge.
- Manage and organize the information acquired during the learning process in the field of Corporation and Strategy.
- Organize and know how to use information from different contexts.
- Acquire the necessary abilities to solve problems in the areas related with this field.
- Decide in a critical way among the different options when making decisions related to corporation strategies.

- Know and use in a suitable way the resources that provide new information and communication technologies, in the professional management within this field.
- Obtain relevant information from market study, corporation reports, sectorial and economic information, etc.
- Look for relevant information about this area, industry, etc. in order to define a corporation general and specific environment.
- Understand the role of technology as exchange paper in organizations.
- Connect the corporation relevant information to infer the corporation evolution.
- Interpret the results by connecting the different analysis elements.
- Use the ICT as documentation, control and registration system support.
- Look for specific information in the net, necessary to the analysis and diagnose of corporations.
- Solve problems by using professional criteria.

Methodology

Methodology	Hours	Face-to-face work hours	Non-face-to-face work hours
Master class (65%)	29,25	45 hours (40 %)	
Practice workshops (8%)	3,6		
Assessment (7%)	3,15		
Tutorials (20%)	9		
Personal study (45%)	30,38		67,5 hours (60 %)
Tasks (30%)	20,25		
Practice clases (15%)	10,13		
Bibliographic search (10%)	6,75		
TOTAL	112,5	45	67,5

Syllabus

Theme 1: **Introduction to Information Systems in Business – the IT Function.**

1.1 Information in business – understanding the notion – information, data and knowledge creation, capture, use and transformations in organizational business contexts.

1.2 Information resources in business – different contexts and purposes.

1.3 The IT Function – organizational chart and competences. Information / IT Strategy.

1.4 Case study and discussions.

Theme 2: Functional, core, fundamental types of Business Information Systems.

2.1   The fundamental types of information systems – historical and technological perspective.

2.2   Hardware, software, communications, end-users, vendors, data and information.

2.3   Transaction Processing Systems, Management Information Systems.

2.4   Decision Support Systems

2.5   Expert and AI systems.

2.6   The functional systems and applications

2.7   Case study and discussions.

Theme 3: Information and Systems operating globally – trends and directions

3.1   ERP, CRM, GIS, new applications in Business. Case for systems in Business.

3.2   Cloud and mobile Business

3.4   Social dimension of Business

3.5   Business Intelligence and challenges

3.6   Case study and discussions.

Connection with other subjects in the study plan

This subject has a close relationship to analyze data and task development with Commercial Development, Marketing, Market Research, Operations Management, Strategic Management and Business Policy I and II.

Assessment system

February/June call

- **Written exam**: 60% of the total grade

There will be two exams with test type questions, theory and practice. The first exam will be 25% worth and the second one 35%.

- **The student's: 40%nvolvement in the different training tasks**

The student's involvement in the different training tasks that shape the matter will be assessed by the exercises, tasks, case studies and problems performed individually or in groups: the public defense of some of these projects and the participation in forums.

September Call

- Written exam: 100% total grade.

February/June Call

The student will pass the subject in the February/June call when the arithmetic mean, according to the three grade percentages (two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

If the student has less than 5 points in any of the three grades (the two written exams and the involvement), he/she will have to resit to pass in September, keeping the grades equal or higher than 5.

September call

The student will pass the subject in September call when the arithmetic mean, according to the fixed percentages in three punctuations two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

In case of not passing, he/she will have to resit for the complete subject in later calls.

Grading System

The grading systems (RD 1.125/2003. de 5 de septiembre) will be:

0-4,9 Fail (SS)

5,0-6,9 Pass (AP)

7,0-8,9 Grade B (NT)

9,0-10 Distinction (SB)

The "Honors" mention can be awarded to those students with a degree of 9,0 or higher. This cannot be awarded to more than 5% of the students registered in a subject in each academic year, unless the number of students registered is less than 20, when there will be awarded only one mention.

Bibliography and reference sources

Basic bibliography

- Management Information Systems. Laudon & Laudon. Pearson . 2013. (Temas del 1 al 3).
- Information Systems Today: Managing in the Digital World. Pearson. Valacich & Scheider. 2013. (Temas del 1 al 3).

Complementary Bibliography

- Business Information Systems. Curtis & Cobham. Finantial Times – Prentice Hall. 2008.
- Using MIS. Kroenke. Pearson International Edition. 2010.
- Business Driven Information Systems. Baltzan & Phillips. McGraw-Hill. 2009.

Web related

- Ministerio de Industria, Telecomunicaciones y la Sociedad de la Información – URL:http://www.minetur.gob.es/telecomunicaciones/es-ES/Paginas/index.aspx

- IBM Industries and Solutions – URL: http://www.ibm.com/industries/en-us/

- IBM Decision Management - URL: http://www-01.ibm.com/software/decision-management/

- Microsoft Excel 360 – Office Mobile apps analytics for decision – URL: http://office.microsoft.com/en-gb/spreadsheet-software-microsoft-excel

- IEEE Intelligent Systems – *IEEE Intelligent Systems'* peer-reviewed, cutting-edge articles cover the theory and application of systems that perceive, reason, learn, and act intelligently. It serves many different professionals in a broad range of fields.https://www.computer.org/web/computingnow/intelligentsystems

- EU Commission – Directorate General for Informatics, DIGIT – DIGIT's mission is to deliver digital services to enable EU policies and to support the Commission's internal administration URL: http://ec.europa.eu/dgs/informatics/index_en.htm

- Google.com – extensive use. URL: https://www.google.com/

Recommendations for future study

Regular use of UCAM Virtual Campus.

We recommend the student to do and revise the exercises proposed by the teacher in each Theme, for a better understanding of the subject, as well as attending face-to-face classesand tutorials regularly.

Instructional Material

It will be necessary to have a PC with all the necessary programs installed in order to have access to the virtual campus, where they will find all information about the subject, conceptual maps, complementary material, tasks, etc. Computer with text editor, spreadsheet, and presentation tools, etc. We also recommend students to use memory devices.

Tutorials

Academic tutorial:

These tutorials have the aim of consolidating knowledge and abilities taught in the classes of the subject, at the same time will help to solve problems and doubts asked by the students. The hours for the tutorials will also be employed to the performance, follow up and assessment of the different tasks in order to contribute to the understanding of the subject methodology and systems of assessment.

Personal Tutorial:

The university also has a Special Team for tutorials with the students enrolled in the degree. The personal tutor accompanies the student during the complete university period. Criteria and aspects can be consulted in:

http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria