

1. OVERVIEW

Subject Area	Digital Ecosystem
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	3º
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	1st semester (5th)
Academic Year	2024/2025
Coordinating professor	Raquel Ureña

2. INTRODUCTION

Students of the Business Analytics Degree Course are required to study Digital Ecosystem. The subject content is structured around the needs of businesses to adopt and develop information and communication technologies (ICTs). Businesses are not isolated: they are connected to their environment within their digital ecosystem. They have to take advantage of every opportunity that comes their way so that they can remain competitive in a globalised economy. As part of this subject, students will explore how businesses are linked to their environment through e-commerce, the networked business, open innovation, collaborative tools and, in particular, the relationship of other agents through the internet and the digital transformation of businesses.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2. Students will be able to apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT6 - Adaptability: Students will be able to accept, consider and integrate different perspectives, adapting their own approach as required by the situation at hand, and to work effectively in ambiguous situations.

Specific skills (CE, by the acronym in Spanish):

- CE25 - Ability to explore new sources of information and the procedures for applying solutions in view of the situation and the sector in question.
- CE30 - Ability to work and thrive in multidisciplinary and multicultural teams, while processing information from various sources to achieve the best possible result.

Learning outcomes (RA, by the acronym in Spanish):

- RA1. Understand the importance of the impact of ICTs on business relations, integration and application of different technologies, and anticipate future trends.
- RA2. Understand digital strategy, evolution and adoption of digital ecosystem models

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CT6, CE30	RA1. Understand the importance of the impact of ICTs on business relations, integration and application of different technologies, and anticipate future trends.
CB2, CE25, C30	RA2. Understand digital strategy, evolution and adoption of digital ecosystem models

4. CONTENTS

The subject is structured into six learning units

Unit 1. Origins and Core Features of the Internet

Unit 2. The Networked Business

Unit 3. Information Systems

Unit 4. E-Commerce

Unit 5. Digital Marketing

Unit 6. Innovation Management

Unit 7. Collaborative Tools

Unit 8. Latest Digital Trends

Unit 9. Challenges for Businesses

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture (on campus)
- Case study method

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Tutorials	5
Lectures	15
Asynchronous lectures	5
Debates and discussions	5
Case study analysis	10
Written reports and essays	13
Independent assignment	20
Knowledge tests	2
TOTAL	75 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
Knowledge test	40%
Oral presentations	25%
Case study/problem scenario	35%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 5.0 in the knowledge assessment so this can be used for the average with the other activities.

At least 50% attendance is mandatory. Attendance will only be excused in cases of force majeure and with proper justification.

Assignments and activities must be submitted on time through the virtual campus. Late submissions will not be evaluated during the ordinary exam period.

7.2. Extraordinary exam period (resits)

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 5.0 in the knowledge assessment so this can be used for the average with the other activities.

Activities not passed in the ordinary exam period, or those not delivered, must now be delivered after having received the relevant corrections to them by the lecturer.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Activity 1: Infographics	Week 7
Activity 2: Report	Week 11
Activity 3: Practical case	Week 18
Activity 4: Videocast	Week 19
Activity 5: Final Project	Week 15
Knowledge test	Week 19

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- Laudon, K. C., & Laudon, J. P. (2004). Sistemas de información gerencial: administración de la empresa digital. Pearson Educación.
- Laudon, K. C., & Traver, C. G. (2016). E-commerce: business, technology, society.
- Joyanes, L. (2017). Industria 4.0 La Cuarta Revolución Industrial. Barcelona: Editorial Marcombo

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.