1. OVERVIEW

Subject Area	Sources of information
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Fourth
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	One (7th)
Academic Year	2025-26
Coordinating professor	Jairo Garcia

2. INTRODUCTION

As part of Sources of Information, students will learn about the problems currently associated with information, particularly that our world is overloaded with the resource, that much of a business's strategic information is derived from external sources and social media, and that information impacts the business's final consumer. In this respect, students will need to distinguish between relevant and useless information, to exploit relevant information and to determine its validity over time.

The subject will particularly focus on the practice of obtaining public information from various typical social media platforms (Twitter, Instagram, Facebook, LinkedIn and Reddit).

By the end of the module, students will be able to identify the value/cost and relevance of information from a given source.

3. SKILLS AND LEARNING OUTCOMES

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

- CB4 - Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.

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

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

- CE20 - Ability to develop a strategy for the purpose of studying business variables and indicators.

- CE26 - Critical spirit and objectivity to challenge data or assumptions based on previous data.
- CE27 - Ability to adapt to an environment characterised by an information overload ("infoxication"), without losing sight of objectives.
- CE28 - Ability to recognise and understand the "data cycle": data acquisition and creation, information construction, analysis and visualisation.

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

- RA1. Identify sources of information to inform decision-making processes.
- RA2. Filter and select relevant information.
- RA3. Effectively manage a set of reliable sources.
- RA4. Consolidate data extracted from different internal sources.

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

Skills	Learning outcomes
CE20, CE26, CE27, CE28	RA1. Identify sources of information to inform decision-making processes
CE20, CE26, CE27, CE28	RA2. Filter and select relevant information
CB4, CE20, CE28	RA3. Effectively manage a set of reliable sources
CE20, CE26, CE28	RA4. Consolidate data extracted from different internal sources

4. CONTENTS

Block 1: Managing Masters and References. Understanding Needs and Integration or
Understanding Sources and Providers
Defining Architecture
Management Solutions

Block 2: Storage, Business Intelligence Management
Data Visualisation
Defining and Maintaining Architecture
DW/DM Implementation
Maintaining Architecture

Block 3: Document and Content Management:
Document/Record Management
Content Management

Block 4: Metadata Management:

        Requirements

        Defining Metadata Architecture or Developing and Maintaining Standards

        Metadata Integration

        Administering Repositories or Queries, Reports and Analysis

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference
- Problem-based learning (ABP, as per the Spanish acronym)

6. LEARNING ACTIVITIES

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

Learning activity	Number of hours
Lectures	16
Asynchronous lectures	4
Problem-solving	15
Oral presentations	5
Written reports and essays	15
Independent assignment	20
TOTAL	**75**

7. ASSESSMENT

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

Assessment system	Weighting
On-campus knowledge tests	40%
Oral presentations	10%

Reports and written work - Case/problem	40%

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. A minimum score of 5.0 out of 10.0 is also required in the final knowledge test.

7.2. Extraordinary exam period (resits)

The assessment method is the same as in the ordinary exam period.

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
Unit 1	Weeks 1, 2, 3, 4
Unit 2 Practicals Phase 1	Weeks 5, 6, 7, 8
Unit 3	Weeks 9, 10, 11, 12
Unit 4 Practicals Phase 2 and 3	Weeks 13, 14, 15, 16

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

https://www.damaspain.org/ https://www.talend.com/
https://powerbi.microsoft.com/
https://www.tableau.com/
https://www.sas.com/

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.