

## 1. OVERVIEW

<b>Subject Area</b>	Information in Sectors
<b>Degree</b>	Bachelor's Degree in Business Analytics
<b>School/Faculty</b>	Social and Communication Sciences
<b>Ac. Year</b>	Fourth
<b>ECTS</b>	3
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish/English
<b>Delivery Mode</b>	On campus
<b>Term</b>	One (7th)
<b>Academic Year</b>	2025-26
<b>Coordinating professor</b>	Maria Rodriguez

## 2. INTRODUCTION

"Information in Sectors" is an optional subject of the syllabus of the Business Analytics Degree offered by Universidad Europea de Madrid. The practical dimension of the subject is a key component of Business Analytics graduates' training, since it teaches students about how economic sectors attempt to establish a blue ocean strategy in a competitive environment by effectively managing information through data analysis. This enables the formulation of a strategy that guides the actions to be taken. As such, in order to achieve the ultimate objective of the subject area, students will draw on the knowledge and skills they have acquired to determine whether or not information is relevant to a particular sector.

Moreover, this subject presents students with an opportunity to strengthen their skill set by simultaneously developing a more comprehensive understanding of core concepts and acquiring information management research skills. As the subject of Information in Sectors combines theoretical and practical content, students will benefit by examining real-life issues which require solutions based on the knowledge and skills acquired during this course.

## 3. SKILLS AND LEARNING OUTCOMES

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

- CB04 - 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):**

- CT04: Oral or written communication: Ability to present and gather information, ideas, opinions and viewpoints to understand and take appropriate action, either in spoken form through words or gestures, or in written form through words and/or graphical elements.
- CT09: Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

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

- CE024: Ability to identify information needs, depending on the stated objectives of the task in question.
- CE026: Critical spirit and objectivity to challenge data or assumptions based on previous data.
- CE027: Ability to adapt to an environment characterised by an information overload ("infoxication"), without losing sight of objectives.
- CE029: Ability to ask the right questions in relation to the anticipated objective of knowledge, with a view to formulating and adding suitable "queries" to the data storage system.
- CE031: Ability to manage uncertainty caused by constant changes to information sources

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

- RA1. The practical element of the subject requires students to analyse information needs in various sectors and, on the basis of this analysis, to identify and distinguish the particular ways in which information is used by every sector.
- RA2. Understand the individual information needs and data sources of every sector.
- RA3. Relate parameters such as sector competitiveness and information needs.
- RA4. Contrast the approaches of organisations in each sector to information management.

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

Skills	Learning outcomes
CB04, CT04, CT09, CE024	RA1. The practical element of the subject requires students to analyse information needs in various sectors and, on the basis of this analysis, to identify and distinguish the particular ways in which information is used by every sector.
CB04, CT04, CT09, CE026, CE027	RA2. Understand the individual information needs and data sources of every sector.
CB04, CT04, CT09, CE024, CE31	RA3. Relate parameters such as sector competitiveness and information needs.
CB04, CT04, CT09, CE024, CE026, CE027, CT29, CE31	RA4. Contrast the approaches of organisations in each sector to information management.

## 4. CONTENTS

This subject area is divided into 4 learning units, which are then divided into various topics:

**Unit 1. Economic Sectors.**

- 1.1. Types
- 1.2. Characteristics

#### **Unit 2. B2B**

- 2.1. B2B Demand
- 2.2. Segmentation. The B2B Buyer
- 2.3. Customer Journey. B2B Touchpoints
- 2.4. Competitive Edges
- 2.5. Information in Industrial Sectors. Map

#### **Unit 3. B2C**

- 2.1. B2C Demand B2C
- 2.2. Segmentation. The B2C Buyer
- 2.3. Customer Journey. B2C Touchpoints
- 2.4. Competitive Edges
- 2.5. Information in Mass Consumption Sectors. Map

#### **Unit 4. Other Sectors**

#### **Case Studies.**

## **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
Tutorials	5
Lectures	16
Asynchronous lectures	4

Case study analysis	15
Spoken presentation of projects	3
Written reports and essays	12
Independent assignment	18
Knowledge tests	2
<b>TOTAL</b>	<b>75</b>

## 7. ASSESSMENT

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

Assessment system	Weighting
Knowledge tests	35%
Case study/problem scenario	20%
Reports and written work	15%
Oral presentations	15%
Learning portfolio	15%

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 4.0 in the final assessment so this can be used for the average with the other activities.

### 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 4.0 in the final 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.	Week 5-6
Activity 2:	Week 8-18
Activity 3.	Week 8-26
Activity 4. Knowledge test	Week 27

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

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## 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](mailto: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.