

1. BASIC INFORMATION

Course	MANAGEMENT TECHNOLOGIES
Degree program	MARKETING
School	SOCIAL SCIENCES
Year	FIRST
ECTS	6 ECTS
Credit type	BASIC
Language(s)	ENGLISH
Delivery mode	ON SITE
Semester	FIRST SEMESTER
Academic year	2025 – 2026
Coordinating profesor	GARCÍA ULL, FRANCISCO JOSÉ

2. PRESENTATION

The subject of Management Technologies will provide the student with current knowledge and tools to organize business environments. The course begins with an introduction to information systems, continues with a review of basic software such as Excel, Word and Power Point. Follow with an introduction to the integrated management control systems (Enterprise Resources Planning, ERP). It will also show more complex software tools such as Access or Web Analytics. Throughout this course, the student will be able to review and learn the basic concepts and tools to follow other courses of the degree. For example, in subjects such as Market Analysis, Statistics, Econometrics or Financial Management, it will be very useful to have a solid background of computers and software.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1 - Students demonstrate possession and understanding of knowledge in an area of study that is based on general secondary education, and is generally at a level that, although supported by advanced textbooks, also includes some aspects involving knowledge of general secondary education. forefront of their field of study.
- CB3 - Students have the ability to collect and interpret relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.
- CB4 - students can transmit information, ideas, problems and solutions to both a specialized and non-specialized public.

Cross-curricular competencies:

- CT1 - Autonomous Learning: Ability to choose the strategies, tools and times that you consider most effective to learn and independently put into practice what students have learned.
- CT2 - Self-confidence: Ability to assess our own results, performance and capabilities with the internal conviction that we are capable of doing things and the challenges that are set before us.

- CT6 - Oral communication / written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral that which is done through words and gestures and, written, through writing and/or graphic supports.
- CT15 - Responsibility: Ability to fulfill the commitments that the person reaches with himself and with others when carrying out a task and trying to achieve a set of objectives within the learning process. Existing capacity in every subject to recognize and accept the consequences of an act carried out freely.
- CT18 - Use of information and communication technologies (ICT): Ability to effectively use information and communication technologies as a tool for searching, processing and storing information, as well as for the development of communication skills.

Specific competencies:

- SE17 - Ability to identify the stages that make up the process of economic transactions generated by digital content: manage and evaluate a complete process of digital payments and collections, including all the agents involved, as well as elements such as rates and frequency of reports and payments.
- CE18 - Knowledge of the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.
- CE23 - Ability to recognize technological and innovation strategies, as well as technological analysis tools and technological capabilities of the company as a means of growth, development and improvement of its competitiveness.

Learning outcomes:

- LO1 - Obtain technical knowledge about the most widely used management software today.
- LO2 - Be able to create spreadsheets and master the main functions of MS Excel (identification and implementation of formulas, creation of tables and graphs, etc.).
- LO3 - Learn more about more complex tools such as Access and CRM and ERP tools.
- LO4 - Learn the basic tools to later be able to implement them correctly in the different areas: finance, human resources, operations/production, marketing, customer management, etc.

The table below shows the relationship between the skills developed in the subject and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CT1, CT2, CT18	LO1 - Obtain technical knowledge about the most widely used management software today.
CB3, CT6, CT15, CT18, CE23	LO2 - Be able to create spreadsheets and master the main functions of MS Excel (identification and implementation of formulas, creation of tables and graphs, etc.).
CB3, CT1, CE18, CE23	LO3 - Learn more about more complex tools such as Access and CRM and ERP tools.
CB3, CB4, CT6, CT18, CE18, CE23	LO4 - Learn the basic tools to later be able to implement them correctly in the different areas: finance, human resources, operations/production, marketing, customer management, etc.

4. CONTENT

The subject is organized into five learning units:

Unit 1. Introduction

- 1.1. Computer basics.
- 1.2. Brief history of the Internet.
- 1.3. The cloud: definition and examples.
- 1.4. Good use of computer tools.

Unit 2. Spreadsheets: Excel

- 2.1. Excel Basics
- 2.2. Excel 1. Introduction and basic concepts.
- 2.3. Excel 2. Formulas and functions.
- 2.4. Excel 3. Tables and advanced features.
- 2.5. Introduction to databases.

Unit 3. Database management: Access

- 3.1. SQL databases
- 3.2. Entering records.
- 3.3. Information management in BBDD
- 3.4. Database queries

Unit 4. Customer Relationship Management CRM

- 4.1. Definition of CRM and main market systems.
- 4.2. Main characteristics of CRM systems.
- 4.3. Introduction to Odoo
- 4.4. CRM case studies

Unit 5. Introduction to comprehensive management systems (ERP).

- 5.1. Definition and functionalities of an ERP
- 5.2. Main systems on the market and characteristics
- 5.3 ERP on-premise versus Cloud.
- 5.4 Case studies and practical examples.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class
- Case method
- Cooperative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
LA1 Tutoring	7.5
LA2 Master class	15

LA3 Autonomous work	20
LA4 Oral presentations	5
LA5 Case analysis and problem solving	7.5
LA6 Participatory group activities	10
LA7 Knowledge tests	2.5
LA8 Carrying out work / projects	7.5
TOTAL	75

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Sistema de evaluación	Peso
Knowledge tests	40%
Oral presentations	10%
Case analysis and problem solving	15%
Works / projects	20%
Reports and writings	15%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

En este apartado se indica el cronograma con fechas de entrega de actividades evaluables de la asignatura:

Assessable activities	Deadline
Activity 1. Word and Power Point Exercises	Week 2
Activity 2. Excel Exercises 1	Week 5
Activity 3. Excel Exercises 2	Week 7
Activity 4. Access Exercise	Week 10
Activity 5. CRM Presentation	Week 13
Activity 6. Google Analytics Exercise	Weeks 14-15
Actividad 7. Knowledge test	Weeks 16-17

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The recommended bibliography is:

- Castellanos Nieves, D.; Quesada Martínez, M.; Fernández Breis, J. "Aplicaciones de las nuevas tecnologías a la formación en el ámbito de la salud". Madrid: Dykinson, 2018
- Feldstein, S. "The Rise of digital repression: how technology is reshaping power, politics, and resistance". New York, NY: Oxford University Press, 2021
- Fernández-Quijada, D.; Ramos-Serrano, M. "Tecnologías de la persuasión: Uso de las TIC en publicidad y relaciones públicas". Barcelona: UOC, 2014
- García-Ull, F.J. "Manual de ejercicios para el análisis de datos en Internet". Valencia. Papers, 2024
- Maciá Pérez, F.; García Chamizo, J.M.; Mora Gimeno, F. J. "Desarrollo de grandes aplicaciones distribuidas sobre internet". New York: DIGITALIA, 2005
- Mella Méndez, L.; Moreno Solana, A.; Nuñez-Cortés, P. "Nuevas tecnologías y nuevas maneras de trabajar". Madrid: Dykinson, 2017
- Sanagustín Fernández, E. "Plan de contenidos para medios sociales". Barcelona. UOC, 2017
- Treiblmaier, H.; Clohessy, T. "Blockchain and Distributed Ledger Technology Use Cases Applications and Lessons Learned". Springer International Publishing, 2020
- Van Tulder, R.; Verbeke, A.; & Piscitello, L. "International Business in the Information and Digital Age". Bingley: Emerald Publishing Limited, 2018

A wide variety of academic articles will be recommended during classes to support this basic bibliography.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the student's inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

unidad.diversidaduev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.