

1. OVERVIEW

Subject area	Management Technology
Degree	Bachelor's Degree in Business Creation and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	First
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery mode	On campus/Online
Semester	First semester
Year	2024/2025
Coordinating professor	Raquel Ureña
Teacher	Raquel Ureña

2. INTRODUCTION

This subject area introduces students to the tools and technology they will be using throughout their academic studies and professional career. Starting with simple programmes such as Excel, which provide the minimum functions to be implemented in a company, up to the study of more complex tools and applications such as CRM or web analytics.

Students must pay special attention to how each tool works, to allow them to carry out future work correctly in different areas: finance, human resources, operations/production, marketing, customer management, etc.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON2. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

CON5. Identify each stage of the process of economic transactions generated by digital content: management and assessment of the whole process of digital payments and collections, including all the agents involved, as well as elements such as fees and frequency of reporting and payments.

CON6. Identify the tools available in the area of production management, including planning, sales forecasting, inventory management and quality control of the production process.

Understand how each management software tool works to ensure it is used correctly in different areas: finance, human resources, operations/production, marketing, customer management, etc.

Abilities (HAB, by the acronym in Spanish)

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.
Use the most popular management software tools currently used today.

Skills (COMP, by the acronym in Spanish):

COMP08. Identify technology and innovation strategies, as well as tools for technology assessment and the technological capabilities of a business as a means of growth, development and improvement of its competitiveness.

4. CONTENTS

1. Introduction
2. Spreadsheets: Excel
3. Database management and office automation
4. Databases for customer management: CRM
5. Website content analysis: Google Analytics
6. Social media content analysis: Social Analytics
7. Introduction to integrated management systems: ERP

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

ON CAMPUS MODE

- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning
- Lectures

ONLINE MODE

- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning.
- Lectures

6. LEARNING ACTIVITIES

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

On campus mode:

Learning activity	Number of hours
Lectures	15h
Independent working	20h
Oral presentations	5h
Case studies, Problem-solving	7.5 h
Projects	7.5h
Excursions/trips	N/A
Group work	10h
Knowledge tests	2.5h
Tutorials	7.5h
TOTAL	75

Online mode:

Learning activity	Number of hours
Online seminars	2.5 h
Reading course material and consulting complementary resources	12 h
Individual applied activities: problems, case studies, projects	17.5 h
Collaborative applied activities...	6 h
Tutorials	8 h
Self-assessment questionnaires and knowledge tests	4 h
Autonomous learning	25 h
TOTAL	75

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

Assessment system	Weighting
Knowledge tests	40%
Case studies and problem solving	15%

Written reports	15%
Oral presentations	10%
Projects	20%

Online mode:

Assessment system	Weighting
Knowledge tests	40%
Case studies and problem solving	15%
Written reports	15%
Oral presentations	10%
Projects	20%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, it is necessary that you obtain a grade higher than or equal to 5.0 in the final exam, so that it can be averaged with the rest of the activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), 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, it is necessary that you obtain a grade higher than or equal to 5.0 in the final exam, so that it can be averaged with the rest of the activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1: Excel	Weeks 2–3
Activity 2: Office automation tools	Weeks 4–5
Activity 3: Web analytics	Weeks 7–9
Activity 4: CRM	Weeks 13–15
Activity 5: Final project	Weeks 16–17
Knowledge test	Week 18

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- Hidalgo Nuchera, Antonio; Serrano León, Gonzalo, y Pavón Morote, Julián. (2014). *La gestión de la innovación y la tecnología en las organizaciones*. Madrid: Ediciones.
- Jiménez Partearroyo, Montserrat. (2001). *La gestión informática de la empresa. Nuevos modelos de negocio*. Madrid: RA-MA.
- Joyanes Aguilar, Luis. (2015). *Sistemas de información en la Empresa. El impacto de la nube, la movilidad y los medios sociales*. España: Alfaomega.
- Laudon, Kenneth. C., y Laudon, Jane P. (2004). *Management Information Systems. Managing the Digital Firm* (13th edition). New Jersey: Pearson Education.
- Pearlson, Keri E.; Saunders, Carol S., y Galletta, Dennis F. (2016). *Managing and Using Information Systems. A Strategic Approach*. New Jersey: Wiley.
- Porter, Michael E. (1987). *Ventaja competitiva*. México: CECSA

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.

3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

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 survey area of your virtual campus or by email.

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

Many thanks for taking part.