

COURSE SYLLABUS

Academic year 2012-2013

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	
Course:	MANAGEMENT INFORMATION SYSTEMS (Sistemas de Información - English teaching)
Module:	Business Organization
Department:	Business Organization and Marketing
Academic Year:	2012-2013
Term:	First term
Total Credits:	6
Year:	3rd
Type of Course:	Obligatory
Course Language:	English

Teaching model:	C1	
a. General/background:		50%
b. Theory-into-practice/developmental knowledge-building		50%
c. Guided Academic Activities:		

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2. TEACHING TEAM INFORMATION

2.1. Course coordinator Pablo Díaz Luque

2.2. Teachers

Name:	Pablo Díaz Luque
Faculty:	Business Administration
Department:	Business Organization and Marketing
Academic Area:	Business Organization
Category:	Lecturer
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3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

The general aim of this undergraduate course is for students to become sufficiently competent using Management Information Systems (MIS) and Information & Communication Technologies (ICT), as applied to Business Management, to:

1. Understand the crucial role information systems play in advanced societies and, more specifically, in business, and
2. Use common ICT tools and information systems techniques proactively in dynamic, rapidly-changing contexts in constant evolution and adaptation to new technologies.

The raison d'être behind the course is the premise that ICT are an increasingly invaluable, inevitable ally in the business world. By providing students with solid training in how to use these tools—dynamically, creatively and profitably—we are, in effect, handing them the key to a broad, bright professional future.

On one hand, training should prepare students for the incredible speed at which technological changes occur and how this affects business, development, knowledge, interpersonal relationships and the way in which work itself is organized. On the other hand, students should become aware of the fact that technical competence is no longer enough—that a broad spectrum of methods and well-honed social and cooperative/collaborative skills are needed

3.2. Contribution to the Training Plan

Management Information Systems is offered in the 1st Term / 3rd Year of the Degree in Business Administration and Management. By this point in their education, students are generally familiar with the degree and have a basic understanding of how companies are organized and function. Having assimilated this knowledge, they are now better prepared to grasp the vast potential which applied ICT can put at the service of business and management. Students should be perfectly capable of putting theory into practice and making the most of ICT tools, as well as applying newly acquired knowledge to more specialized courses in the near future.

3.3. Recommendations or Prerequisites

Students are required to have a working knowledge of computing using the Microsoft Windows operating system. They should have a basic understanding of ICT and feel comfortable using Internet and common network applications.

Familiarity with the prerequisites and recommendations for this course—along with a proactive attitude—will undoubtedly aid students in grasping the material covered and successfully completing practical activities and assignments throughout the term.

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4. SKILLS

4.1 Degree Skills Developed during this Course

- Analytical skills
- Organizational skills
- Ability to think abstractly in order to formulate and solve problems
- Motivation (quality control & self-improvement)
- Capacity for putting theory into practice
- Autonomous learning skills/Self-sufficiency
- Synthesis skills
- Collaborative learning skills/Teamwork

4.2. Module Skills Developed during this Course

Instrumental Skills:

- Analysis and synthesis skills
- Organization and planning skills
- Oral and written communication in a foreign language
- Skills to obtain and analyze information from different sources
- Decision making and problem-solving skills.

Personals Skills

- Team work and interpersonal relations skills
- Personal relations skills
- Ethical compromise within the work place

Systemic skills

- Autonomous learning skills
- Creativity
- Leadership
- Initiative and entrepreneurship

4.3. Course-specific Skills

Cognitive (Know...):

- Awareness of the relevance and vast potential applied MIS and ICT have for business & management in modern economies/societies;
- Know how MIS and ICT evolve;

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- Know implications of past, present and future MIS and ICT development;
- Awareness of the magnitude and impact of this development in business contexts;
- Understand ways in which MIS and ICT can be applied to business;
- Awareness of the key role Internet and other computer networks play in the business world.

Procedural/Instrumental (Know how to...):

- Ability to use common ICT to design information management tools applicable to business;
- Know how to use ICT tools to organize and harness information generated by relational databases and spreadsheets.

Attitudinal (Be...):

- Develop critical thinking habits;
- Be responsible;
- Learn to appreciate the value of autonomous learning;
- Develop an interest for knowledge-building and putting theory into practice;
- Acquire teamwork/collaborative learning skills and learn to respect decisions made by others;
- Become increasingly interested in ICT potential for business/management;
- Be aware of the importance of continuous improvement in ICT training.



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5. COURSE CONTENT (COURSE TOPICS)

- Chapter 1: Information Systems in Global Business Today.
- Chapter 2: Global E-Business: How Businesses Use Information Systems
- Chapter 3: Information Systems, Organizations and Strategy
- Chapter 4: Ethical and Social Issues in Information Systems
- Chapter 5: IT Infrastructure and Emerging Technologies
- Chapter 6: Foundations of Business Intelligence: Databases and Information Management.
- Chapter 7: Telecommunications, the Internet, and Wireless Technology
- Chapter 8: E-Commerce and e-marketing: Digital Markets, Digital Goods
- Chapter 9: Managing Knowledge
- Chapter 10: Enhancing Decision Making
- Chapter 11: Managing Global Systems

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6. METHODOLOGY AND RESOURCES

Students will be exposed to key theoretical concepts relating to MIS and ICT Lecture Sessions dedicated to theory. Lectures on theory will include slide presentations -based on main bibliography- which will be projected in the classroom. These presentations will help students to follow along and should be complemented by notes taken during theory sessions. Eventually we will begin to gather and comment on current events relating to MIS, internet and computing for management from a variety of news sources.

Practical sessions are the backbone of this course. Once students have a grasp on basic theory we will begin to put theory into practice by designing and developing MIS using software specifically designed for that purpose

TOTAL NUMBER OF STUDENT LEARNING HOURS: 150

FIRST TERM: 150 learning hours

No. of Hours:

- General/background (Large Lecture Group): 22,5
- Practical/developmental knowledge-building (Regular Lecture Group): 22,5
- Individual autonomous learning: 103
- A) Study of general/background notes and reading: 30
- B) Study/preparation of practical/developmental material: 30
- C) Individual/group work on guided academic activities: 43
- Exams & quizzes: 2

TEACHING TECHNIQUES:

- Theory into Practice (practical / developmental)
- Academic Theory (General / Background)
- Presentations / Debates
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7. ASSESSMENT

The final grade will be calculated according to the following formula:

$$0.5A + 0.5B = \text{FINAL GRADE}$$

A) General Teaching (50%):

Students will take one theoretical exam in June which, if passed, will exempt them from sitting the final exam in July. A minimum score of 4 points (on a 10-pt.scale) is required in order to pass.

B) Practical Teaching (50%):

Student will take one practical exam in June which, if passed, will exempt them from sitting the final exam in July. This exam will mean 20% of the final grade.

Scores obtained on activities carried out and/or assigned in practice and development sessions will be valid for official exams in June and July, and it will mean 30% of the final grade. Students who have not attended class sessions and/or not completed activities & assignments successfully will be evaluated out of a maximum of 70%, thus forfeiting any chance to obtain the remaining 30%.

This 30% will be divided as follows: 80% will be obtained from the activities presented in class and 20% will come from practical work that will be included in the June and July exams.

Student mobility:

Those UPO students who are not able to attend seminars due to being abroad under official mobility programs (Socrates-Erasmus, Séneca, Atlanticus...) will have an additional exam, or work that will be clearly defined, in order to obtain the 50% of the grade corresponding to the continuous evaluation. Students in this situation must inform the responsible lecturers before the 30th of November, 2011. Any report after this deadline must be supported by the academic coordinator of the mobility contract.

Please Note: In compliance with Title II, Chapter II, Articles 12.2 and 14.3 of the Normativa de Régimen Académico y de Evaluación del Alumnado (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): “With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing (and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. [...] After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”



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8. BIBLIOGRAPHY

Managing Information Systems: Managing The Digital Firm. Laudon, K., and Laudon J.P. (2007). PEARSON