

COURSE SYLLABUS

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	Derecho y Administración y Dirección de Empresas (English teaching)
Course:	MANAGEMENT INFORMATION SYSTEMS (Sistemas de Información - English teaching)
Module:	Business Organization
Department:	Business Organization and Marketing
Term:	First term
Total Credits:	6
Year:	3^r/5th
Type of Course:	Obligatory
Course Language:	English

Teaching model:	A0	
a. General/background:		100%
b. Theory-into-practice/developmental knowledge-building		
c. Guided Academic Activities:		



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2. COURSE COORDINATOR

Course coordinator: Prof. Dr. D. Víctor Amadeo Bañuls Silvera

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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;
- Know implications of past, present and future MIS and ICT development;
- Awareness of the magnitude and impact of this development in business contexts;

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- 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: Information Systems Paradigm

Chapter 3: Information Systems Analysis

Chapter 4: Foundations of Business Intelligence: Databases and Information Management.

Chapter 5: E-Commerce and e-marketing: Digital Markets, Digital Goods

Chapter 6: Enhancing Decision Making

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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

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:

$$0.5\text{Exam} + 0.5 \text{Project / Test} = \text{FINAL GRADE}$$

A) Exam (50%):

Students will take one theoretical/practical exam which, if passed, will exempt them from sitting the final exam in July. A minimum score of 3 points (on a 10-pt.scale) is required in order to pass.

B) Project / Test (50%):

Scores obtained on Projects / Tests carried out and/or assigned in practice and development sessions will be valid for official exams, and it will mean 50% 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 50%, thus forfeiting any chance to obtain the remaining 50%.

Those students in compliance with the exceptional requirements settled by Article 7.3 of the above mentioned "Normativa de evaluación de los estudiantes de grado de la Universidad Pablo de Olavide", will be able to be assessed in the First Course Call under the same criteria settled for the 2nd Course Call. This exception will have to be acknowledged by the Instructor before the ending of the Course sessions.

8. BIBLIOGRAPHY

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