IDENTIFYING DATA

IT applied to commercial management

Subject	IT applied to commercial management
Code	V06G270V01307
Study programme	Grado en Comercio

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	1st

Teaching language	#EnglishFriendly Spanish
Department	
Coordinator	Rodríguez Damian, María
Lecturers	Rodríguez Damian, María
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Web	http://moovi.uvigo.gal
General description	Basic concepts of hardware and software. Functional structure of the computer. Networks of computers. Security of the information, electronic signature. The computer in the system of information. English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.

Skills

Code	
B1	CG1. To acquire knowledge of management, instrumental techniques and the most advanced, innovative elements in the study of commercial activity with the purpose of using them in commerce.
C24	CE24. To use the computer tools and the statistics, accounting, financial and marketing concepts and techniques for the production and interpretation of reports and for comprehensive planning and management: functions of the supply chain and delivery to the customer, commercial risk management, financial and accounting management, among others, through use of tools like web technologies, database management, electronic transmission of data, electronic commerce, CRM and integrated systems.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.
D2	CT2. Internet communication skills and use of multimedia tools.
D8	CT8. Leadership and teamwork skills.

Learning outcomes

Expected results from this subject	Training and Learning Results			
Know the elements that conform or influence in a computer system and be able to configure a basic computer system for the management of a commercial company. As well as also know and know apply the computer tools of management of the information used in the company and in the electronic trade.	A4	B1 B3 B4	C1 C17 C21 C24 C26	D2 D8

Contents

Topic	
1 The computer	1.1 Hardware 1.2 Software
2 Data manipulation in computing	2.1 Basic data structures 2.2 Woorksheets 2.3 Databases

3. Electronic trade and electronic documentation	3.1. Basic architecture of internet
	3.2. Utilities in the network
	3.3. The electronic commerce and his types
	3.4. Electronic documentation
	3.5. Electronic billing
	3.6. Payment gateway
4. Computer security	4.1. Individual security
	4.2. Basic security in the company
	4.3. Encryption
	4.4. Electronic signature
5. Legislation	5.1. LOPD (data protection law)
	5.2. LSSI (Information Society and Services law)
	5.3. Other applicable legislation to the company

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	5	0	5
Presentation	2	10	12
Practices through ICT	22	37	59
Essay	13	34	47
Problem and/or exercise solving	6	20	26

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	Assessment of the previous knowledges of the student and explanation of the methodology to be followed along the course
Lecturing	In these sessions the students will be exposed to the concepts and methodologies necessary for the knowledge of the subject
Presentation	Learn to use different online / offline means of presentation and their methodologies
Practices through ICT	Exercises proposed by the professor that the students will solve with the help of the computer in the laboraty. They will be individual works and in group.

Personalized assistance

Methodologies	Description
Practices through ICT	There are several strategies that are made available to the student to successfully follow development personalized of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can check the evolution in the learning using the feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.

Tests	Description
Essay	There are several strategies that are made available to the student to successfully follow development personalized of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go check the evolution in the learning using the feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.

Assessment

	Description	Qualification	Training and Learning Results		
Essay	In this section, the theory works carried out by the students who will be delivered within the deadlines set through the platforms that are indicated throughout the course. These works will be composed by a part in digital support (layout, development, etc.) and another part of presentation using cloud applications.	40	B1	C24 C26	D2 D8

Problem and/or exercise solving	They will realise of 2 proofs (one in the middle of the term and one at the end). These proofs will contain exercises proposed by the professor that will be resolved with the help of the computer and will be delivered in the dates that are set through the Moovi platform.	60	B1	C24 C26	D2 D8

Other comments on the Evaluation

Remembers to all the student the prohibition of the use of mobile devices or portable computers in exercises, practical and proofs, in fulfillment of the article 13.2.d) of the Statute of the University Student, relative to the duties of the student university, that establishes the duty of "*refrain from using or cooperating in procedures fraudulent in evaluation tests, in the works that realise or in official documents of the University*".

The student will be able to choose the evaluation system that he wishes to be applied in the subject. To do this you must choose the continuous evaluation (by default) or a single final exam after waiving continuous evaluation.

* *Continuous evaluation*

To pass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the subject and besides that in the sections "Works" and "*Problem resolution*" it is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of the proofs.

* *Only final examination*

To pass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the subject. This examination has two parts:

- Proof "*Type test* (40%)"
- Proof "*Resolution of problems and/or exercises* (60%)" will be resolved by telematic means or the remote Campus

Will realise an examination in the date fixed by the centre when finalising the term and another in the month of July whose punctuations will be of 100% of the subjetct, except for those students that have selected the continuous evaluation that only will assist with the part that have not reached the minimum.

Participation in complementary activities

Provided that the student has passed the subject according to the criteria described above, will be added to the grade that has obtained a maximum of 1 point for participation in certain external activities that eventually take place during the term in which the subject is taught , and that the teachers of this subject consider of interest. It may be activities organized by the center, the university, or other entities, such as visits to companies, talks, round tables, conferences, workshops, seminars or similar.

For this, the subject teachers will communicate previously to the students by the usual means (in classroom hours or by Moovi) those activities in which the participation will mean an increase of the grade. The participation in each activity will be rewarded with 0.25 points, and up to a maximum of 1 point; in any case the final grade of the subject can not exceed the maximum of 10.

The students must provide a document accrediting their participation in each activity that they want to be counted in the periods indicated by the person who coordinates the subject. In the case of activities organized by the center, it will be responsible for collecting this information and transfer it to the faculty.

Sources of information

Basic Bibliography

Jean-FranÇois Carpentier, **La seguridad informática en la PYME**, 1ª Edición, ENI, 2016

Pierre Rigollet, **Analisis eficaz de datos. Tablas dinámicas**, 1ª Edición, ENI, 2016

Complementary Bibliography

Del Peso Navarro, Emilio y otros, **Nuevo reglamento de protección de datos de carácter personal**, 2008

Laudon, Kenneth; Carol Guercio, **E-comerce 2013: Negocios, tecnología y sociedad**, 2014

Silberschatz, A, **Fundamentos de bases de datos**, 6ª Edición, 2014

Laudon, **E-Commerce 2015: Business, Technology, Society**, 2014

Guillaume Eouzan, **Marketing web. Definir, implementar y optimizar nuestra estrategia 2.0**, 1ª Edición, ENI, 2016

Marie Prat, **Posicionamiento web : estrategias de SEO : Google y otros buscadores**, 4ª Edición, ENI, 2016

Pierre Rigollet, **Cuadros resumen y cuadros de mando. Tratamiento y análisis de grandes volúmenes de datos con Excel 2016**, 1ª Edición, ENI, 2016

Kurose, James F., **Redes de computadoras : un enfoque descendente**, Pearson Educación, 2017

Lara Torralbo, Juan Alfonso, **Business Intelligence**, 1ª Edicion, 2016

Excel 2016, ENI, 2016

Pérez Villa, Juan Diego, **Introducción a la Informática. Edición 2014 (Guias Visuales Informatica)**, Anaya Multimedia, 2014

Recommendations

Other comments

Those students that can not assist to class by reasons of work or have dispenses of assistance, will have to put in contact with the professors at the beginning of the course in order to arbitrate the necessary measures so that they can carry out an evaluation

1.- Like support to the teaching, will use platforms of virtual learning

2.- It is convenient that the student activate the account of email that provides him the Univerity of Vigo.

3.- Also for the follow-up of the subject, is indispensable to have an Gmail/Microsoft account

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===

The proposed methodologies will be maintained, making use of teaching environments and online work for the development of teaching and to allow group work by students.

Attention to students (tutoring) will follow the guidelines set out in "Step 6" of this guide.

=== ADAPTATION OF THE TESTS ===

The evaluation will continue to maintain the scores established in the guide and use will be made of the Moovi platform and the remote Campus for the delivery of the activities and their presentations.