Universidade de Vigo

IDENTIFYING DATA

IT applied to commercial management

Subject	IT applied to commercial management
Code	V06G270V01307
Study programme	(*)Grao en Comercio

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

Teaching language	Spanish
Department	
Coordinator	González Dacosta, Jacinto
Lecturers	González Dacosta, Jacinto
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Web	http://faitic.uvigo.es
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.

Competencies

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 *Manipulacion of data in the computing	2.1 basic Structures of data
	2.2 Leaves of calculation
	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 trade and his types
	3.4. Electronic documentation
	3.5. Electronic turnover
	3.6. Runways of Payment
4. Computer security	4.1. Individual security
	4.2. Basic security in the company
	4.3. Encryption
	4.4. Electronic signature
5. Legislation on applicable information the company	5.1. LOPD
	5.2. LSSI
	5.3. Another 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
Autonomous practices through ICT	4	6	10
Computer practices	22	37	59
Essay	8	20	28
Objective questions exam	1	8	9
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 will expose to the students the concepts and necessary methodologies for the knowledge of the matter
Presentation	Learn to use distinct means of presentation on-line/off-line and his methodologies
Autonomous practices through ICT	Elaborate proposals of practical cases in group and resolution of the same applying the appropriate computer tools.
Computer practices	Exercises proposed by the professor that the students will solve with the help of the computer in the class of computing. They will be individual works and in group

Personalized assistance

Methodologies	Description
Computer practices	They are varied the estrategies that put to disposal of the student to follow successfully the personalised development 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 checking the evolution in the learning by means of 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	They are varied the estrategies that put to disposal of the student to follow successfully the personalised development 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 checking the evolution in the learning by means of 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	
Computer practices	In this section will assess the attendance to practices in the classroom of computers with a minimum attendance of 80%	10	C26	D2 D8

Essay	In this section described the works of theory realised by the students that will deliver in the terms fixed by means of the platforms that indicate along the course. Said works will be formed by a part in digital support (layout, development, etc) and another part of presentation by means of applications cloud.	30	B1 C24 C26	D2 D8
Objective questions exam	It will consist in the realisation of a proof of type test at the end of the quarter that will contain questions of the matter of the theoretical part.	10	B1 C24 C26	D2
Problem and/or exercise solving	They will realise of 2 proofs (one around the middle of quarter and another to finals). Said proofs will contain exercises proposed by the professor that will resolve with the help of the computer and will be delivered in the dates that fix by means of the platform FEAR.	50	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 "*abstain of the utilisation or cooperation in fraudulent procedures in the proofs of evaluation, in the works that realise or in official documents of the University*".

Evaluation

The student will be able to choose the system of evaluation that wishes was him applied in the matter. For this has to to opt by the continuous evaluation (by defect) or a final examn only previous renunciation to the continuous evaluation.

* *Continuous evaluation*

To surpass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the matter and besides that in the sections: "Works" and "*Troubleshooting*" it is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of said proof.

* *Only final examination*

To surpass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the matter. This examination consists of two parts: a proof "*Type test* (40%)" and a proof in computer of "*Resolution of problems and/or exercises* (60%)" for which is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of said proof.

Will realise an examination in the date fixed by the centre when finalising the quarter and another in the month of July whose punctuations will be of 100% of the matter, except those students that have opted by 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 semester 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 Faitic) 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

Prieto Espinosa, Alberto y otros, **Introducción a la informática**, 2006

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

Tanenbaum, Andrew, **Redes de computadores**, 5ª Edición, 2012

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

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

Marqués, Felicidad, **Microsoft Excel 2010. En profundidad**, 2010

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

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

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 to principle of course to end to arbitrate the necessary measures so that they can realise continuous 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 matter, is indispensable to have an Gmail/Microsoft account