Tecnología Aplicada a la Empresa / Business Applied Technology

Grado en Creación, Administración y Dirección de Empresas

UNIVERSIDAD NEBRIJA

SYLLABUS

Course: Tecnología Aplicada a la Empresa / Business Applied Technology

Degree: Grado en Creación, Administración y Dirección de Empresas

Type: Core

Languages: Español / English

Modality: In-Person and Online

Credits: 6

Year: 1st

Semester: Fall Semester / Sem1

Professors: Ramos González, Francisco Javier; Álvarez Sáez, Manuel

1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

- Competencias básicas: CB1, CB2, CB3, CB4, CB5
- Competencias generales: CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22
- Competencias específicas: CE1, CE2, CE3, CE8, CE9, CE11, CE12, CE13, CE17, CE20, CE22, CE25, CE38

1.2. Learning outcomes

- Know, associate and apply the basic elements of business analysis
- Express themselves correctly orally and in writing in Spanish
- Express themselves correctly orally and in writing in English
- Each subject in this module links its specific learning outcomes with the rest of the subjects in this report (i.e.: fundamentals of economics – economic analysis)

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

Las llamadas tecnologías de la información (TIC) han cambiado la forma de vida de las sociedades y, lógicamente, de las empresas. Manejarse con soltura con las herramientas y sistemas de información más habituales ya no es una opción, sino una obligación de cualquier profesional del mundo empresarial. Esta asignatura pretende familiarizar al alumno con las herramientas básicas más utilizadas en la empresa como pueden ser: Word, Excel, PowerPoint y Access, e introducirle en el mundo más complejo de los sistemas de información y sus repercusiones organizacionales. Dado el altísimo nivel de innovación y rápida obsolescencia de soluciones, el programa y desarrollo concreto de los temas de esta asignatura tendrán que estar revisándose permanentemente, para garantizar su actualización y utilidad teórica y práctica.

The so-called Information technologies (ICT) have changed the way of life of societies and, logically, companies. Being fluent with the most common tools and information systems is no longer an option, but an obligation of any professional in the business world. This course aims to familiarize the student with the basic tools most used in the company as they can be Word, Excel,

PowerPoint and Access, and introduce him to the most complex world of information systems and their organizational repercussions. Given the high level of innovation and rapid obsolescence of solutions, the program and concrete development of the subjects of this subject will have to be under review permanently, to guarantee its updating and usefulness theoretical and practical.

2.3. Covered Topics

Presentation.
Explanation of the Teaching Guide.

1. Conceptual elements.
Science and Technology.
Technology classification
Technology, information, knowledge and society

2**. Digital transformation and the impact on organizations.**
Technology planning
Technological innovation management
Technology transfer and evaluation

3. Knowledge management: technology and innovation.
Innovation and business models
Competitive intelligence and business intelligence
E-Science and Big data
Computing tools

4. Technology-based companies.
Advantages and disadvantages of technology-based companies
Spin-off and Start Up
Key elements in technology-based companies

5. Technological and prospective planning.
Technological diagnosis
Prospective scenarios
From company 2.0 to Industry 4.0

2.4. Individual / Group Assignments

During the course, some of the following activities, practices, reports or projects, or others of similar objectives or nature, will be developed:

Activity 1 (AD1): Current technology in Spain. Students, individually, will have to locate news in the press related to the technology companies that operate in our market. Once the piece of news is selected, they must analyze the information to explain in class the new situation of that organization.

Activity (AD2): Analysis of a business model. Divided into groups of between 3 and 6 people, students will analyze a technology-based business model. They will defend, in the classroom and orally, its characteristics, benefits and risks.

Business Case method: Throughout the course students will work with the case method, previously preparing reports to be developed and presented in the classroom.

2.5. Learning Activities

LEARNING ACTIVITIES

In-Person Learning	Hours	Attendance %
A1 Lectures	45	100%
A2 Discussion Sections	9	100%
A3 Mentoring	9	100%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	6	50%
A6 Extracurricular Materials	6	0%
A7 Self Study	51	0%
A13 Exam	6	100%

Online Learning	Hours	Attendance %
A9 Asynchronous Classes	12	0%
A10 Discussion Sections, Synchronous or Asynchronous	12	0%
A3 Mentoring	24	0%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	12	0%
A6 Extracurricular Materials	12	0%
A7 Self Study	54	0%
A13 Exam	6	100%

Methodologies:
In-Person: MD1, MD2, MD3, MD4, MD5
Online: MD1, MD2, MD3, MD4, MD5

GRADING RUBRICS

2.5. Grades

Grades are calculated as follows:

> 0 - 4.9 Fail (SS)
> 5.0 - 6.9 Pass (AP)
> 7.0 - 8.9 Notable (NT)
> 9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

2.6. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Restricciones y explicación de la ponderación: para poder hacer media con las ponderaciones anteriores será necesario obtener al menos una calificación de 5 en la prueba final.

Asimismo, será potestad del profesor solicitar y evaluar de nuevo las prácticas o trabajos escritos, si estos no han sido entregados en fecha, no han sido aprobados o se desea mejorar la nota obtenida en ambas convocatorias.

En todo caso, la superación de la materia está supeditada a aprobar las pruebas finales presenciales e individuales correspondientes.

2.7. Restrictions

Minimum Grade
To be able to qualify for inclusion of the above evaluation criteria percentages in the calcularion of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance
Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards
Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

2.8. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions

provided for in the Student Regulations may be applied.

3.   BIBLIOGRAPHY

Required Reading

Hidalgo, A., Leon, G. y Pvón, J. (2013). *La gestión de la innovación y la tecnología en las organizaciones.* Madrid, España: Pirámide.

Stair & Reynolds (2017) Fundamentals of Information Systems - Editorial CENGAGE novena edición

Recommended Reading

Dans, E. (2019) *Viviendo en el futuro: claves sobre cómo la tecnología está cambiando nuestro mundo.* Ediciones Deusto.

Vv. Aa. (2015). *Reinventar la empresa en la era digital.* Madrid, España: Ed. Turner.

Otros recursos

"Gestión de la tecnología" Wiki online en:
http://www.eoi.es/wiki/index.php/Gestión_de_la_Tecnología_en_Gestión_de_la_tecnología