

Business applied technology

Bachelor's Degree in Business Administration and Management

UNIVERSIDAD NEBRIJA

SYLLABUS

Course: Business Applied Technology

Degree: Bachelor's Degree in Business Administration and Management

Business

Type: Core

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 1

Semester: First

1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic competencies
CB1, CB2, CB3, CB4, CB5

General competencies
CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22

Specific competencies
CE1, CE2, CE3, CE8, CE9, CE11, CE12, CE13, CE17, CE20, CE22, CE25, CE38

1.2. Learning outcomes.

1. Know, associate, and apply the basic elements of Business Technology
2. Express themselves correctly orally and in writing in Spanish
3. Express themselves correctly orally and in writing in English

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

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

1. **Conceptual elements.** Science and technology. Classification of technology Technology, information, knowledge and society

2. **Digital transformation and the impact on organizations.**
   Technology planning
   Management of technological innovation Transfer and evaluation of technology

3. **Knowledge management: technology and innovation.**
   Innovation and business models
   Competitive Intelligence and Business Intelligence E-Science and Big Data
   Computational 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 Enterprise 2.0 to Industry 4.0

2.4. Individual / Group Assignments

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

Directed Activity 1 (AD1): Current events in 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 has been selected, they will have to analyse the information to explain in class the new situation of that organisation.

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

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

2.5. Learning Activities

In-Person Learning	Hours	Attendance %
AF1 Lecture / Theoretical Foundations	**45**	**100%**
AF2 Case Studies	**9**	**100%**
AF3 Tutorial	**9**	**100%**
AF4 Individual / Group Assignments	**18**	**0%**
AF5 Online Assignments	**6**	**50%**
AF6 Extracurricular Materials	**6**	**0%**
AF7 Self Study	**51**	**0%**
A13 Evaluation	**6**	**100%**

Online Learning	Hours	Attendance %
A9 Asynchronous Classes	**12**	**0%**
A10 Practical classes.	**12**	**0%**
A3 Tutoríal	**24**	**0%**
A4 Individual / Group Assignments	**18**	**0%**
A5 Online Assignments	**12**	**0%**
A6 Extracurricular Materials	**12**	**0%**
A7 Self Study	**54**	**0%**
A13 Evaluation	**6**	**100%**

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

3. GRADING RUBRICS

3.1. 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.

3.2. 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%

3.3. Restrictions

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

Likewise, it will be the professor's power to request and evaluate again the practices or written work, if these have not been delivered on time, have not been approved or wish to improve the grade obtained in both calls.

In any case, the passing of any subject/subject is subject to passing the corresponding face-to-face and individual final tests.

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.

3.4. 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.

4. BIBLIOGRAPHY

Basic bibliography

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

Recommended bibliography

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

Rogers, D. (2021). *Guía estratégica para la transformación digital reinventa tu* negocio *para la era digit*al. Madrid Empresa Activa

Other Resources

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