

SUBJECT TEACHING GUIDE

M1942 - Fundamentals of Management Informatics

Master's Degree in Business Administration
 Master's Degree in Marketing Management (Tourism Businesses)
 Master's Degree in Business and Information Technologies
 Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism)			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Complement in Training				
Course unit title and code	M1942 - Fundamentals of Management Informatics				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	SARA TRIGUEROS PRECIADO				
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Other lecturers					

3.1 LEARNING OUTCOMES
- Theoretical, practical and basic computer skills to facilitate the development of knowledge management activities
- Understanding of systems and information technologies as resources of organizations.
- Using spreadsheets as tools that improve work efficiency ..

4. OBJECTIVES
The program of the course aims to provide students with a basic knowledge of computing concepts , technologies and information systems and communications as key resources for the role of leadership and management of organizations.

6. COURSE ORGANIZATION

CONTENTS	
1	Information and Communication Technologies ICT
2	Information systems
3	Spreadsheets

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Class work and to make a project	Others	No	No	50,00
Project oral presentation	Oral Exam	Yes	Yes	50,00
TOTAL				100,00
Observations				
Observations for part-time students				
They will be assessed with practical class work (50%) and the project oral presentation (50%)				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Charte Ojeda, F. (2016). Excel 2016. Madrid: Anaya Multimedia
 Díez de Castro, E. (2018): Informática aplicada a la planificación y gestión de la empresa. Madrid Pirámide
 Apuntes y materiales elaborados por la profesora en el aula virtual (2019)