

SUBJECT TEACHING GUIDE

M1946 - Techniques to Search for and Exploit Information

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	Research Orientation Subjects: Methodological Block Research Orientation Subjects: Methodological Block				
Course unit title and code	M1946 - Techniques to Search for and Exploit Information				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	LIDIA SANCHEZ RUIZ				
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Other lecturers	BEATRIZ BLANCO ROJO				

3.1 LEARNING OUTCOMES	
- Learning how to use reference managers and tools	
- Learning how to find references (papers, scientific journals, books) from different sources (search engines, databases, scientific journals...).	
- Learning about impact factor indexes and how to find them	
- Knowing and managing several databases: European (EURLEX, EUROSTAT); for business (SABI); international economic information (GMID, OECD, IMF); Databases about Spanish economic information (INE, ICANE...)	

4. OBJECTIVES

Learning how to CITE other sources and how to create the correspondent references (bibliography and other sources) in the correct format.

Using a reference manager:

- Creating a Mendeley account
- Managing references: Mendeley
- Tools for introducing cites: Mendeley plug in for Word
- Tools for sharing references

Searching sources: papers and scientific journals

- Journal databases for searching papers and references
- Journal quality indicators: reliable sources and databases, journal impact factor, number of cites...
- Searching references
- Setting alerts

Searching economic information on databases:

- European Documentation Centre Online Databases: EURLEX and EUROSTAT
- Business databases: SABI, DATASTREAM
- Online resources and web pages with statistical information: INE, Banks (World Bank, European Central Bank...), Share market...
- International online databases: GMID (Global Market Information Database), OECD, EU, EUROSTAT...

Library:

- How to get papers: online download, interlibrary loan service, paper request
- How to manage a paper request and its costs

6. COURSE ORGANIZATION

CONTENTS

1	Mendeley, Paper and references search, alerts, quality indicators and impact factors.
2	Databases and statistic and economic information resources
3	Assessment

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description. Assessment activities	Laboratory evaluation	Yes	Yes	35,00
Description. Class attendance and participation	Others	No	No	30,00
Description. Individual project	Work	No	Yes	35,00
TOTAL				100,00
Observations				
In order to pass, the final mark must be at least 50%.				
Observations for part-time students				
Part-time students will develop two assessment activities: individual project (50%) and continuous assessment activities (50%). The sum of both activities must be, at least, 50% in order to pass the module.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Recursos de la biblioteca de la Universidad de Cantabria: Revistas electrónicas

Direcciones de internet con información estadística y económica.

Recursos de la biblioteca de la Universidad de Cantabria: Bases de Datos y Fuentes de Información en Administración de Empresas y Economía

ABI Global

Amadeus DVD : Analyse Major Databases from European sources
 Amadeus Online : Analyse MAJOR Databases from European sources
 Anuario estadístico : Cantabria
 Atlas laboral : CISSATLASLaboral . Com
 Bitopus fiscal en línea
 Datastream
 EconLit
 Encyclopedia of Statistical Sciences
 Estadística económica de Cantabria
 Estadísticas de organismos internacionales : Campus solution
 Euromonitor Market Research
 GMID : Global Market Information Database
 Handbooks in Economics online
 Human Development Report
 Iconoce
 INEbase : Instituto Nacional de Estadística
 ISOC : Base de datos en Ciencias sociales y humanas
 ITCS International Trade by Commodity
 Journal of Economic Literature
 Nautis fiscal contable en línea
 Nautis social en línea
 New Palgrave Dictionary of Economics Online
 Normacef fiscal
 Práctico Fiscal
 SABI : Sistema de Análisis de Balances Ibéricos
 Safari Books Online
 Seguridad y salud laboral
 Sistema de Gestión de Prevención de Riesgos Laborales
 Sistema de Medio Ambiente Informatizado (MED)
 World development indicators online
 Worldscope

Recursos de la biblioteca de la Universidad de Cantabria: Buscadores de información y Bases de Datos de referencias y artículos

Recursos de la biblioteca de la Universidad de Cantabria: Tutorial Citar on-line

Recursos de la biblioteca de la Universidad de Cantabria: Tutorial Mendeley

Además de todo lo anterior, se pone a disposición del alumno un curso en la plataforma virtual Moodle que sirve como medio para la difusión de materiales adicionales preparados por el profesorado así como medio de comunicación entre profesorado y alumnado.