

SUBJECT TEACHING GUIDE

M350 - Lines of Research in Information Systems and Knowledge Management

Master's Degree in Business Administration
Master's Degree in Marketing Management (Tourism Businesses)
Master's Degree in Business and Information Technologies
Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Research Orientation Subjects: Lines of Research				
Course unit title and code	M350 - Lines of Research in Information Systems and Knowledge Management				
Number of ECTS credits allocated	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	DANIEL PEREZ GONZALEZ				
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Other lecturers	PEDRO SOLANA GONZALEZ MARIA ELENA GARCIA RUIZ ELIANA ROCIO ROCHA BLANCO				

3.1 LEARNING OUTCOMES

- 1. Knowledge of the main lines of research related to information technologies and its application in the company.
- 2. Train students to do research on information technologies in the field of business administration.

4. OBJECTIVES

1. Explain and show the main lines of research related to the application of information technologies in organizations.
2. Enable the student to make a proper theoretical and / or practical research study of application of information technologies in organizations.

6. COURSE ORGANIZATION

CONTENTS

1	Theories and research trends in information technologies in business organizations
2	Information Technologies and Knowledge Management
3	Information technologies in the company: intranet, Internet, e-Learning
4	Data mining and other research lines

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual work	Work	No	Yes	100,00
TOTAL				100,00
Observations				
The minimum grade that must be obtained at work to pass the course will be 5 points				
Observations for part-time students				
Part-time students can overcome the subject by conducting a written exam (60% of the overall qualification) and the completion and submission of an individual work about any of the topics covered in the subject (40% of the overall qualification). To overcome the subject it is necessary an overall rating of 5 or more points in the set of the assessment methods.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC
Laudon, K. C.;Laudon, J. P. (2012) "Management Information systems : Managing the digital firm". 12th ed. Prentice Hall, cop.
Leondes, C.T. (2005) Intelligent knowledge based systems V5. Norwell (Massachusetts) [etc.] : Kluwer, cop.
Riege, A. (2005) Three-dozen Knowledge-sharing barriers managers must consider. Journal of Knowledge Mangement.
Aula virtual de la asignatura: Materiales de los profesores y lecturas puestas a disposición de los alumnos.