

## SUBJECT TEACHING GUIDE

G689 - Business Information Systems

Degree in Computer Systems Engineering

Academic year 2022-2023

| 1. IDENTIFYING DATA              |  |                  |                    |                  |                  |
|----------------------------------|--|------------------|--------------------|------------------|------------------|
| Degree                           | Degree in Computer Systems Engineering                           |                  |                    | Type and Year    | Optional. Year 4 |
| Faculty                          | Faculty of Sciences  |                  |                    |                  |                  |
| Discipline                       | Subject Area: Information Systems in Business<br>Optional Module |                  |                    |                  |                  |
| Course unit title and code       | G689 - Business Information Systems                              |                  |                    |                  |                  |
| Number of ECTS credits allocated | 6  | 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 | ELIANA ROCIO ROCHA BLANCO  |
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| Office           | Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2.<br>DESPACHO (E240) |
| Other lecturers  | PABLO MARIA DE CASTRO GARCIA   |

| 3.1 LEARNING OUTCOMES   |
|---|
| - Identify the application of Information and Communication Technologies to process and transmit business information.                |
| - Understand the usefulness of Information Systems in business management and know the methods, techniques and tools for application. |
| - Knowledge of the main types of Information Systems: ERP, CRM, SCM, etc.   |
| - Understand the basic concepts of Integrated Management Systems and problems of its implementation in the company.                   |
| - Identify new business models supported in Information and Communication Technologies.   |
| - Use SaaS (Software as a Service) and Cloud Computing tools in the company.  |

#### 4. OBJECTIVES

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|--|
| Identify the application of Information and Communication Technologies to process and transmit corporate information.                                      |
| Obtain an overview of the application of the Information Systems to business management and know the methods, techniques and tools for its implementation. |
| Acquire the knowledge and skills needed to model Information Systems.  |
| Understand and assess the advantages of Integrated Management Systems and strategies that must be considered in their design.                              |
| Know the opportunities and risks of the Internet to develop and innovate business models.  |
| Apply Internet technology and new business models in the company.  |
| Know strategies and tools focused on the management and generation of new knowledge through the analysis of available data in an organization.             |

#### 6. COURSE ORGANIZATION

##### CONTENTS

|     |   |
|-----|---|
| 1   | INFORMATION SYSTEMS IN CURRENT GLOBAL BUSINESS                                      |
| 1.1 | Management of data, information and knowledge for decision making in organizations. |
| 1.2 | Stages of the design of an Enterprise Information System.                           |
| 1.3 | Application of technologies in the Information Systems. Practical cases.            |
| 2   | GENERATION OF BUSINESS MODELS IN THE INTERNET                                       |
| 2.1 | Business patterns on the internet.  |
| 2.2 | Generation of ideas and business models through Design Thinking.                    |
| 2.3 | Methodology for generation of business ideas.                                       |
| 3   | INTEGRATED MANAGEMENT SYSTEMS   |
| 3.1 | Integrated Management tools of business information (ERP).                          |
| 3.2 | Software as a service and Cloud Computing in business management systems.           |
| 4   | CORPORATE WEB PRESENCE  |
| 4.1 | Corporate image and web presence of the company.                                    |
| 4.2 | Web accessibility and usability.  |
| 4.3 | Content Management Systems and its implementation in the company.                   |
| 4.4 | Enterprise and Web 2.0 / Social Business.   |
| 5   | CUSTOMER RELATIONSHIP MANAGEMENT TOOLS (CRM).                                       |
| 5.1 | Concept and basic elements of a CRM.  |
| 5.2 | Social CRM.   |
| 5.3 | Introduction to inbound marketing.  |
| 5.4 | Analytics and customer management.  |

### 7. ASSESSMENT METHODS AND CRITERIA

| Description  | Type   | Final Eval. | Reassessn | %             |
|--|--------|-------------|-----------|---------------|
| Work on the design of a business model   | Work   | No          | Yes       | 20,00         |
| Implementation work of integrated management system.   | Work   | No          | Yes       | 20,00         |
| Project of implementation of a corporate portal with a B2C model.  | Work   | No          | Yes       | 20,00         |
| Work on the development and analysis of the results of a digital marketing campaign supported by CRM tools.  | Work   | No          | Yes       | 20,00         |
| Monitoring activities in the classroom.  | Others | No          | No        | 20,00         |
| <b>TOTAL</b>   |        |             |           | <b>100,00</b> |
| <b>Observations</b>  |        |             |           |               |
| <ul style="list-style-type: none"> <li>- The work is being evaluated in the extraordinary session.</li> <li>- Each work will be evaluated through the presentation of a report and oral presentation.</li> </ul> |        |             |           |               |
| <b>Observations for part-time students</b>   |        |             |           |               |
| Students who are on a part-time may be evaluated with the delivery of the 4 activities considered in the assessment of the subject.  |        |             |           |               |

### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

#### BASIC

LAUDON, K.; LAUDON, J. (2020). Management Information Systems: Managing the Digital. 16th Edition. Pearson.

Oltra, R. (2012). "Sistemas Integrados de Gestión Empresarial. Evolución histórica y tendencias de futuro". Editorial Universitat Politècnica de València.

Patel, C. P., & Chugan, P. K. (2018). Digital inbound marketing to drive the success of startups. International Journal of Family Business and Management, 2(1), 1-6.

Hashimura, H.(2011). "Fundamentos para establecer una estrategia CRM". Redk.net REDK Software Engineering.

Alexander Osterwalder, Yves Pigneur (2011) .Generación de modelos de negocio. Ed. DEUSTO