

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 2022-2023

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	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	MARIA ELENA GARCIA RUIZ				
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Other lecturers	MONICA CASTRO FUENTES				

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 data management in 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	%
Practical work of Spreadsheets.	Work	No	Yes	50,00
Practical work on Databases.	Work	No	Yes	50,00
TOTAL				100,00
Observations				
The recovery of the subject will be made in the extraordinary session, through of additional work.				
Observations for part-time students				
They will be assessed with practical class work (100%)				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Charre 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