

SUBJECT TEACHING GUIDE

G689 - Business Information Systems

Degree in Computer Systems Engineering

Academic year 2023-2024

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 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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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

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
TOTAL				100,00
Observations				
<ul style="list-style-type: none"> - The work is being evaluated in the extraordinary session. - Each work will be evaluated through the presentation of a report and oral presentation. 				
Observations for part-time students				
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