

## SUBJECT TEACHING GUIDE

### 775 - 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 2023-2024

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	775 - 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	MONICA CASTRO FUENTES				
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Other lecturers					

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
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
The recovery of the subject will be made in the extraordinary session, through of additional work.				
<b>Observations for part-time students</b>				
They will be assessed with practical class work (100%)				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Charte 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