SUBJECT TEACHING GUIDE

G2080 - Information Management Techniques in Business

Double Degree in Administration and Business Management and Economics
Double Degree in Business Administration and Management and Labour Relations
Double Degree in Law and Administration and Business Management
First Degree in Business Administration and Management

Academic year 2026-2027

1. IDENTIFYING DATA					
Degree	Double Degree in Administration and Business Management and Economics Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management First Degree in Business Administration and Management			Type and Year	Compulsory. Year 1 Compulsory. Year 1 Compulsory. Year 2 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline					
Course unit title and code	G2080 - Information Management Techniques in Business				
Number of ECTS credits allocated	6	Term		Semester based (1)	
Knowledge Field	Economic sciences, administration and business management, marketing, commerce, accountancy and tourism				
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 JAVIER GUNDELFINGER CASAR

4. OBJECTIVES

The general objective of the course is for students to understand information systems and technologies as resources that improve business management.
The specific objective is for students to learn how to plan and use technological resources to solve problems related to information and communication management in organizations.

6. SUBJECT PROGRAM

CONTENTS	
1	FUNDAMENTALS OF BUSINESS COMPUTER SCIENCE: 1.1. Computer Science and Information Technology in Business 1.2. Computer Science and Information Technology in Business Management: Analysis of Evolution, Present, and Future Trends 1.3. Explanation and Analysis of Business Case Studies: Implementation of IT in Organizations
2	THEMATIC BLOCK 2: HARDWARE AND SOFTWARE IN BUSINESS MANAGEMENT: 2.1. Essential Parts of Computer Hardware 2.2. Peripheral Devices 2.3. Base Software or Operating System 2.4. Application software: Office and business management software (ERP and CRM). 2.5. Open Source Software 2.6. Explanation and analysis of practical cases: Evaluation and selection of different computer configurations – hardware and software
3	THEMATIC BLOCK 3: THE INTERNET IN THE BUSINESS 3.1. How the Internet Works 3.2. Internet Services 3.3. Introduction to e-commerce (B2B, B2C, B2E, e-Government) 3.4. Explanation and analysis of practical cases of the Internet application in the business
4	THEMATIC BLOCK 4: SPREADSHEETS AS A BUSINESS MANAGEMENT TOOL 4.1. Application interface: -Structure of an Excel document -Absolute and relative references and insertion of data and functions 4.2. Data Management and Analysis: - Filter, AutoFilter, and Advanced Filter - Subtotals - PivotTables - Charts 4.3. Mathematical, Statistical, and Financial Calculations: - Logical Functions - Lookup and Reference Functions - Combination of Logical and Lookup and Reference Functions - Mathematical, Statistical, and Financial Calculations 4.4. Advanced Management Options - Solver, Installation, and Operation - Web Options in the Spreadsheet - Data Security and Protection 4.5. Explanation, Analysis, and Resolution of Practical Cases on the Application of Excel in Business

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
MULTIPLE-CHOICE EXAM of theoretical/practical knowledge	Others	Yes	Yes	40,00
Group or individual work on theoretical/practical content and case studies	Others	No	No	20,00
Multiple-choice exam on theoretical/practical knowledge: 40.00 Group or individual assignments on theoretical/practical content and case studies: 20.00 Individual exam: practical spreadsheet: 20.00 Exam: Practical section, managing a company with computer	Others	No	Yes	20,00
Individual or Group Exam on practical spreadsheet contents	Laboratory evaluation	No	Yes	20,00
TOTAL				100,00

Observations

To pass the course and ensure a minimum level of knowledge and skills , students must obtain:
- A minimum of 5 points in the total practical section
- A minimum of 5 points in the multiple-choice test on theoretical/practical knowledge (questions from both the theory and practical sections).

Regarding group or individual work on theoretical/practical content and case studies:
This work consists of individual or group activities carried out in the classroom during the course of the class and requires a process of discussion, dialogue, and agreed-upon solutions through interaction with the rest of the class. For all of the above reasons, this work cannot be recovered. The exam for both the regular and extraordinary sessions will be multiple-choice and will cover the entire syllabus (questions from both the theory and practical sections).
Students who do not achieve a 5 on the practical section of the regular session may retake it in a single practical exam during the extraordinary session.
Students who participated in continuous assessment activities and did not pass the subject during the regular session will have their grades retained for the extraordinary session.

Observations for part-time students

Assessment criteria for part-time students
Part-time students will take a multiple-choice theory exam covering all the course content (which will account for 60% of their grade) and a practical assignment on Excel that they will have to defend before the professor (which will account for 40% of the grade).

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

-Se imparte mediante materiales a medida elaborados y entregados por los profesores según el nivel y avance que van mostrando los estudiantes.