



POLITÉCNICA

INTERNATIONAL
CAMPUS OF
EXCELLENCE

COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros de
Telecomunicacion

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

93000852 - Systems and information technologies for business management II

DEGREE PROGRAMME

09AQ - Master Universitario en Ingeniería de Telecomunicacion

ACADEMIC YEAR & SEMESTER

2017/18 - Semester 2

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1. Description

1.1. Subject details

Name of the subject	93000852 - Systems and information technologies for business management II
No of credits	3 ECTS
Type	Optional
Academic year of the programme	Second year
Semester of tuition	Semester 4
Tuition period	February-June
Tuition languages	English
Degree programme	09AQ - Master Universitario en Ingenieria de Telecomunicacion
Centre	Escuela Tecnica Superior de Ingenieros de Telecomunicacion
Academic year	2017-18

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Jose Julian Chaparro Pelaez (Subject coordinator)	A127	julian.chaparro@upm.es	W - 12:00 - 14:00 F - 10:00 - 14:00 Appointment by e-mail.
Jorge Gonzalo Alonso	A-127	jorge.gonzalo@upm.es	W - 12:00 - 14:00 F - 10:00 - 14:00 Appointment by e-mail.

Angel Hernandez Garcia	A-127	angel.hernandez@upm.es	W - 12:00 - 14:00 F - 10:00 - 14:00 Appointment by e-mail.
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* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Skills and learning outcomes *

3.1. Skills to be learned

CG2 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

CT6 - Capacidad para emitir juicios sobre implicaciones económicas, administrativas, sociales, éticas y medioambientales ligadas a la aplicación de sus conocimientos.

3.2. Learning outcomes

RA190 - Conocer y entender los procesos de marketing de una empresa en un entorno digital.

RA191 - Conocer y aplicar los sistemas y tecnología de las información que dan soporte a los procesos comerciales de una empresa.

RA192 - Conocer los procesos de inteligencia de negocio que se realizan en una empresa, así como las herramientas que les dan soporte.

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

4. Brief description of the subject and syllabus

4.1. Brief description of the subject

The general objective of the course is to show how Information Systems and Technologies support business strategies and processes. The course will focus on the application of IT systems and technologies in business processes in digital markets, by providing an overview of the foundational concepts and main tools used in digital marketing, customer relationship management and business intelligence.

This course complements the concepts learnt in "Sistemas y Tecnologías de la Información I" (1st semester).

4.2. Syllabus

1. Digital Marketing
 - 1.1. Digital Presence
 - 1.2. Traffic Attraction. SEM/SEO
 - 1.3. Online Marketing Strategies
2. CRM (Customer Relationship Management)
 - 2.1. Strategic View
 - 2.2. Technological View
 - 2.3. CRM Tools
 - 2.4. Project: CRM implementation
 - 2.5. CRM for business processes
3. BI (Business Intelligence)
 - 3.1. Strategic and technological views of BI
 - 3.2. Business Analytics
 - 3.3. BI for business processes

5. Schedule

5.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Other face-to-face activities	Assessment activities
1	Course Presentation / 1. Digital Marketing Duration: 02:00 Lecture			
2	1. Digital Marketing Duration: 02:00 Lecture			
3	1. Digital Marketing Duration: 02:00 Additional activities			
4	1. Digital Marketing Duration: 02:00 Additional activities			
5		1. Digital Marketing Duration: 02:00 Laboratory assignments		Case Report Individual work Continuous assessment Duration: 00:10
6	2. CRM Duration: 02:00 Lecture			
7	2. CRM Duration: 02:00 Additional activities			
8		2. CRM Duration: 02:00 Laboratory assignments		
9		2. CRM Duration: 02:00 Laboratory assignments		
10		2. CRM Duration: 02:00 Laboratory assignments		Case Report Group work Continuous assessment Duration: 00:10
11	3. BI Duration: 02:00 Lecture			
12		3. BI Duration: 02:00 Laboratory assignments		
13		3. BI Duration: 02:00 Laboratory assignments		Case Report Individual work Continuous assessment Duration: 00:10

14	1. Digital Marketing (2nd part) Duration: 02:00 Cooperative activities			Final case. Report and presentation Group presentation Continuous assessment Duration: 00:10
15				
16				
17				Final Exam Written test Final examination Duration: 03:00

The independent study hours are training activities during which students should spend time on individual study or individual assignments.

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The subject schedule is based on a previous theoretical planning of the subject plan and might go through experience some unexpected changes along throughout the academic year.

6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
5	Case Report	Individual work	Face-to-face	00:10	15%	0 / 10	CG2 CT6
10	Case Report	Group work	Face-to-face	00:10	30%	0 / 10	CG2 CT6
13	Case Report	Individual work	Face-to-face	00:10	15%	0 / 10	CG2 CT6
14	Final case. Report and presentation	Group presentation	Face-to-face	00:10	40%	0 / 10	CG2 CT6

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Final Exam	Written test	Face-to-face	03:00	100%	5 / 10	CG2 CT6

6.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.

6.2. Assessment criteria

Students will be assessed using continuous assessment by default. According to the "Normativa de Evaluación del Aprendizaje de la Universidad Politécnica de Madrid", students who wish to renounce to continuous assessment must officially contact and inform the course coordinator by addressing a registered formal renounce letter through "Secretaría de la Escuela Técnica Superior de Ingenieros de Telecomunicación" and by email before the third week of the semester.

The evaluation will assess the level of acquisition of the course competences by students. Therefore, students renouncing to continuous assessment and opting for final exam will be subject to all the assessment techniques used in continuous assessment (EX, ET, TG, etc.). The final exam will take place in the time and place approved by "Junta de Escuela" for the current academic semester and year. Evaluation assignments that assess learning outcomes and that may not be assessed through a single exam can be done and delivered during the semester, as instructed by the course coordinator.

The extraordinary final exam will only use the final exam method.

Due to the course methodology, students will be qualified through **continuous evaluation by default. If the student will not be able to attend the lessons, it is strongly recommended not to take this course.**

Continuous assessment includes the following assignment and final score weights:

- Case 1 Report: 15%
- Case 2 Report: 30%
- Case 3 Report: 15%
- Final Case. Report and Presentation: 40%

If the student opts for final exam assessment, the process will be as follows:

- The student must contact the course coordinator and will be informed about the contents and calendar of the case assignments. The final exam will include questions about both theoretical and practical elements related to the course contents.
- The final grade will be calculated only upon the score achieved in the final exam. However, the student must have achieved a score of 5 points out of 10 or higher to qualify to pass the course.

7. Teaching resources

7.1. Teaching resources for the subject

Name	Type	Notes
http://moodle.upm.es/titulaciones/oficiales	Web resource	Course materials developed by the course instructors: presentations, documents, cases, etc.
Macia, F. Marketing online 2.0. como atraer y fidelizar clientes en internet. Anaya Multimedia, 2014	Bibliography	Complementary bibliography
Elosegui, T y Muñoz, G. Marketing Analytics. Como definir y medir una estrategia online. Ediciones Anaya Multimedia, 2015	Bibliography	Complementary bibliography
Norton, D., & Kaplan, R. (2014). El Cuadro de Mando Integral. The Balanced Scorecard	Bibliography	Complementary bibliography
Sherman, R.: Business intelligence guidebook : from data integration to analytics. Morgan Kaufmann Publ.2015	Bibliography	Complementary bibliography
Greenberg, P.: CRM. Gestión de Relaciones con los Clientes. McGraw-Hill. 2011	Bibliography	Complementary bibliography