COORDINATION PROCESS OF LEARNING ACTIVITIES
PR/CL/001

ANX-PR/CL/001-01
LEARNING GUIDE

SUBJECT
93000852 - Systems and information technologies for business management II

DEGREE PROGRAMME
09AQ - Master Universitario en Ingenieria de Telecomunicacion

ACADEMIC YEAR & SEMESTER
2017/18 - Semester 2
Index

Learning guide

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1. Description

1.1. Subject details

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

2. Faculty

2.1. Faculty members with subject teaching role

<table>
<thead>
<tr>
<th>Name and surname</th>
<th>Office/Room</th>
<th>Email</th>
<th>Tutoring hours *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jose Julian Chaparro Pelaez</td>
<td>A127</td>
<td><a href="mailto:julian.chaparro@upm.es">julian.chaparro@upm.es</a></td>
<td>W - 12:00 - 14:00 F - 10:00 - 14:00 Appointment by e-mail.</td>
</tr>
<tr>
<td>(Subject coordinator)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jorge Gonzalo Alonso</td>
<td>A-127</td>
<td><a href="mailto:jorge.gonzalo@upm.es">jorge.gonzalo@upm.es</a></td>
<td>W - 12:00 - 14:00 F - 10:00 - 14:00 Appointment by e-mail.</td>
</tr>
</tbody>
</table>
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*

<table>
<thead>
<tr>
<th>Week</th>
<th>Face-to-face classroom activities</th>
<th>Face-to-face laboratory activities</th>
<th>Other face-to-face activities</th>
<th>Assessment activities</th>
</tr>
</thead>
</table>
| 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 |
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.

<table>
<thead>
<tr>
<th>14</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Digital Marketing (2nd part)</td>
</tr>
<tr>
<td>Duration: 02:00</td>
</tr>
<tr>
<td>Cooperative activities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final case, Report and presentation</td>
</tr>
<tr>
<td>Group presentation</td>
</tr>
<tr>
<td>Continuous assessment</td>
</tr>
<tr>
<td>Duration: 00:10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
</tr>
<tr>
<td>Written test</td>
</tr>
<tr>
<td>Final examination</td>
</tr>
<tr>
<td>Duration: 03:00</td>
</tr>
</tbody>
</table>
6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Continuous assessment

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

6.1.2. Final examination

<table>
<thead>
<tr>
<th>Week</th>
<th>Description</th>
<th>Modality</th>
<th>Type</th>
<th>Duration</th>
<th>Weight</th>
<th>Minimum grade</th>
<th>Evaluated skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Final Exam</td>
<td>Written test</td>
<td>Face-to-face</td>
<td>03:00</td>
<td>100%</td>
<td>5 / 10</td>
<td>CG2 CT6</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://moodle.upm.es/titulaciones/oficiales">http://moodle.upm.es/titulaciones/oficiales</a></td>
<td>Web resource</td>
<td>Course materials developed by the course instructors: presentations, documents, cases, etc.</td>
</tr>
<tr>
<td>Macia, F. Marketing online 2.0. como atraer y fidelizar clientes en internet. Anaya Multimedia, 2014</td>
<td>Bibliography</td>
<td>Complementary bibliography</td>
</tr>
<tr>
<td>Elosegui, T y Muñoz, G. Marketing Analytics. Como definir y medir una estrategia online. Ediciones Anaya Multimedia, 2015</td>
<td>Bibliography</td>
<td>Complementary bibliography</td>
</tr>
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</table>