SUBJECT DESCRIPTION
INFORMATION SYSTEMS FOR THE MANAGEMENT
4TH YEAR | 2ND SEMESTER
DEGREE (S): BUSINESS MANAGEMENT
MODALITY: IN-CLASS TEACHING
ACADEMIC YEAR  2018/2019
SCHOOL OF BUSINESS & ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Information Systems for the Management
Code: b401
Year (s) course is taught: 4th
Semester (s) when the course is taught: 2nd
Type: Compulsory
ECTS of the course: 6
ECTS: (25/30)
Language: Spanish
Modality: on campus
Degree (s) in which the course is taught: Business Management and Organization

School which the course is taught: Faculty of Economics and Business Management

2.- ORGANIZATION OF THE COURSE:

Department: Business Economy
Area of knowledge: Business Management

2. LECTURERS OF THE COURSE

1.-LECTURERES:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Manuel M. Molina López</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>91 456 63 00 (15472)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:manuelmaria.molinalopez@ceu.es">manuelmaria.molinalopez@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>JRB 1.08</td>
</tr>
</tbody>
</table>

Lecturer(s) CONTACT

| Name:                     | |
| Phone (ext):              | |
| Email:                    | |
| Office:                   | |

Lecturer(s) CONTACT

| Name:                     | |
| Phone (ext):              | |
| Email:                    | |
| Office:                   | |
2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The main objective of the subject will be to design the information system of the different levels of responsibility of the Company.

4. SKILLS

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>BASIC SKILLS</th>
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<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study at a level beyond secondary education that, even though based on advanced text books, it also includes aspects that are acquired from knowledge deriving from the state-of-the-art of the field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of a social, scientific or ethical nature.</td>
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<table>
<thead>
<tr>
<th>GENERAL SKILLS</th>
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<tbody>
<tr>
<td>GS1</td>
<td>Capacity for analytical and critical thinking.</td>
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<table>
<thead>
<tr>
<th>SPECIFIC SKILLS</th>
<th></th>
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<tbody>
<tr>
<td>SS5</td>
<td>Capacity to understand and use information technologies applied to business and to identify the relevant sources of economic information and their contents.</td>
</tr>
<tr>
<td>SS6</td>
<td>Capacity of leadership and entrepreneurial spirit and the capacity to manage a business and form part of work teams.</td>
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2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>Learning outcomes</td>
<td>Design the information system of the different levels of responsibility of the company.</td>
</tr>
</tbody>
</table>
5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA1</td>
<td>Lecture</td>
<td>15</td>
</tr>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>30</td>
</tr>
<tr>
<td>EA4</td>
<td>Practice</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA0</td>
<td>Independent work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
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</thead>
<tbody>
<tr>
<td>Lecture (EA1)</td>
<td>Educational activity focused especially on the competence of the students to acquire the basic knowledge of the field of the degree, both from a theoretical and applied point of view. Priority is given to the transmission of knowledge by the professor, requiring of the student prior preparation or subsequent study.</td>
</tr>
<tr>
<td>Seminar (EA2)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth, to a large extent independently. This educational activity is also centered on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both a specialist and non-specialist audience, clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.</td>
</tr>
<tr>
<td>Practice (EA4)</td>
<td>Educational activity focused especially on the competence of the students to collect, manipulate and process relevant data and variables for economic, statistical, financial, accounting and tax analyses. Priority is placed on students undertaking activities that involve the application of theoretical and/or technical knowledge acquired, which may be done individually or in a group, depending on the subject and the skills to be acquired.</td>
</tr>
<tr>
<td>Independent Work (EA0)</td>
<td>Educational activity whereby students independently manage their own learning by the study of the course material.</td>
</tr>
</tbody>
</table>
6. ASSESSMENT OF LEARNING

1.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS6/AS7</td>
<td>Projects (individual and / or group)</td>
<td>40%</td>
</tr>
<tr>
<td>AS3</td>
<td>Written examination of reasoning questions</td>
<td>30%</td>
</tr>
<tr>
<td>AS4</td>
<td>Written exam with exercises</td>
<td>30%</td>
</tr>
</tbody>
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2.- DESCRIPTION OF THE EVALUATION SYSTEM:

ORDINARY EVALUATION

A) Individual and / or group practical cases (10% of the final grade).

Throughout the course, individual and / or group practical cases will be carried out, in which the knowledge developed up to the moment (lessons learned in previous topics) will be applied, gathering and interpreting the relevant data, as well as the elaboration of the arguments that justify its response to the raised issues.

The decision on the individual or group character of the practical case will be exclusively of the lecturer. The weighted sum of all practical cases is equal to 10% of the final grade of the subject.

B) Individual and/or group theoretical/practical work (30% of the final grade).

Three individual and / or group assignments will be carried out during the semester, each accounting for 10% of the final grade, so the weighted sum of the three of them will be equivalent to 30% of the course.

The first one, regarding the external aspects of a Company and its impact in the business decision taking will be submitted at the end of the second unit.

The second, related to the information system used by a company, will be done at the end of the third unit.

The third one, which will consist on the elaboration of an information system, will be presented at the end of unit 6.

C) Theoretical and reasoning questions Midterm (20% of the final grade).

The Theoretical Test is equivalent to the 20% of the final grade. It consists of 50% of reasoning questions and 50% of applied questions. It aims at understanding and knowledge of the doctrinal basis that will enable it to successfully face the application to a real case.

D) Final theoretical and practical test (40% of final grade).

It consists of 50% of reasoning questions and 50% of broad questions applied to one or more real cases. It aims at understanding and knowledge of the doctrinal basis that will enable it to successfully face the application to a real case.

The accumulated knowledge of the subject will be assessed through a theoretical part and a practical one.

The grade of the final theoretical-practical test corresponds to the 40% of the final grade of the subject.

EXTRAORDINARY EVALUATION
The examination of the extraordinary call will have theoretical reasoning questions weighting 45% of the final grade and practical questions weighting 55%.

As the schedule of activities or face-to-face tests (exams, practices, exercises, work, presentations, etc.) has been established in advance, these tests will not be repeated for the student, except for reasons of force majeure.

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAMME:

UNIT 1. THE INFORMATION SYSTEM IN THE COMPANY.
1.1 Introduction to the information system concept.
1.2. Information system (IS): Definition and characteristics.
1.3. Information technologies and IS.
1.4. Strategic business objectives of the IS.
1.5. Components of the information system.
1.6. Dimensions and types of IS.

UNIT 2. TYPOLOGIES OF BUSINESS INFORMATION SYSTEMS.
2.1 Information systems for planning and control.
2.2 Information systems for decision making.
2.3 Types of supports to information systems.

UNIT 3. INTERORGANIZATIONAL INFORMATION SYSTEMS.
3.1. Introduction, concept and applications.
3.2. Support infrastructures for IISs.
3.3. Interrelation systems with suppliers.
3.4. Interrelation systems with clients.
3.5. Electronic commerce systems.
3.6. The impact of IISs on the company's strategy.

UNIT 4. THE IMPLEMENTATION OF INFORMATION SYSTEMS AND ORGANIZATIONAL CHANGE.
4.1 Implementation of an information system.
4.2 Project evaluation.
4.3 Phases of implementation of an information system project.
4.4 Methodologies for the implementation of the information systems.
4.5 Security management of the of the information systems.
4.6 Information systems in the company and change management.

UNIT 5. INFORMATION TECHNOLOGY AND COMPETITIVE ADVANTAGE.
5.1 The information system and the value chain.
5.2 Information and Competitive Advantage.
5.3 The integration of the information systems in the competitive strategy: stages.
5.4 Generic actions based on Information Technologies.
5.5 Information technology and the structure of an industrial sector.

UNIT 6: THE NEW VIRTUAL BUSINESS MODELS.
6.1 Introduction, the digitalization of traditional businesses.
6.2 Instrumental Technologies and Transforming Technologies.
6.3 Industry 4.0.
6.4 Technological Finance and Cryptocurrencies.
6.5 Insurtech, Legaltech and other emerging markets.

PRACTICAL WORK PROGRAMME:
Practical cases, comments and discussion of readings and articles of the topics that make up the theoretical program will be carried out.
8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:


4.- WEB RESOURCES:

Biblioteca Universidad CEU San Pablo: http://www.bibliotecaceu.es
The Economist: http://www.economist.com/
Information System for Management Journal: https://www.tandfonline.com
European Management Review: https://www.onlinelibrary.wiley.com

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.