

Degree	Type	Year
2500003 Business and Information Technology	OT	4

Contact

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Teachers

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Teaching groups languages

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Prerequisites

The student must be aware that he/she will be asked to work on a business proposal and that, therefore, she/he must dedicate at least a few hours to market research.

Objectives and Contextualisation

The objective is to be able to demonstrate that value has been added to an ICT-based project, either in order to obtain economic profitability or a social return, improving the functioning of administrations or non-profit organizations.

The challenges and/or projects on which the students will work can be initiation or already existing projects in which the student must focus their effort and value, contributing their knowledge and work to improve it.

Information and communication technologies (ICT) have transformed business and human relations: relations between companies and their customers (B2C), between the companies themselves (B2B) and between administrations and citizens (G2C) . This opens up a range of possibilities where you can participate.

In a moment of transformation like the one we are living in, ICT, robotization and artificial intelligence can provide new solutions to existing problems or needs or create new ones that will also have to be faced.

This subject proposes to provide the student with the necessary resources to participate in the development of a technological solution to problems or needs that are considered unresolved.

When we talk about e-business we talk about the development of business models in a digital environment, and how existing technologies can add value to organizations, society and administrations.

Public management is no stranger to the improvements provided by the use of technologies, in terms of quality, efficiency and productivity, both internally and in relations with society. The Administrations must guarantee accessibility to public services for citizens and companies in an efficient manner, while the relationship model between citizens and administrations is also being transformed, demanding more information and transparency, and each having a role to play. increasingly relevant in government action, thus increasingly influencing public management.

In this context, eGovernment (or Digital Administration) seeks technological solutions to improve public management, increase transparency and promote citizen participation. The idea is that students know, search for, propose and analyze solutions that contribute to the achievement of these objectives, developing a plan that allows evaluating its social viability with its implementation.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrating a sensibility towards social and environmental issues.
- Identifying, analysing and solving complex problems and situations related to company organisations.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. Critically analyse the principles, values and procedures that govern the exercise of the profession.
2. Demonstrating a sensibility towards social and environmental issues.
3. Develop critical thinking and reasoning.
4. Identifying and proposing business models based on the Internet.
5. Propose projects and actions in accordance with the principles of ethical responsibility and respect for fundamental rights, diversity and democratic values.
6. Propose viable projects and actions to boost social, economic and environmental benefits.
7. Propose ways to evaluate projects and actions for improving sustainability.
8. Specify the main principles of the electronic relationship between administration and citizenship and in other citizen participation initiatives, and assessing the technical needs in order to implement it.
9. Students must be capable of searching and analysing information of different sources.
10. Using the more effective and up-to-date technical means in oral and written communication.

Content

The bulk of the course is based on the development of real business projects but there is a minimum of theoretical content that will be taught as the projects progress.

Part 1. e-Business

Business strategy and digital strategy (Review of strategy concepts)
Generation of business models

- Basic concepts to define a business model
- Examples

- Help tools to generate an innovative business model
- Non-profit business models
- From the business model to the business plan

The business plan (Business plan)

Part 2. e-Government

The eGovernment a reality

- The Administration in the information and knowledge society.
- The impact of ICTs on public policies
- The development of eGovernment initiatives

Legal framework. Rights of citizens and obligations of the Administration

- Laws and regulations in the development of eGovernment
- Transparency in government action. The Open Data phenomenon, Open Government

The Impact of ICT in Public Administration

- Public management versus private management.
- ICT as a catalyst for change in processes and the provision of public services.
- The Administration 2.0
- How to measure the role of ICT in Administration

The Management of ICT in Administration

- Management models of ICT in administrations
- The private public collaboration in the field of ICT

The Administration as a catalyst for the ICT sector

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice classes	15	0.6	
Theoretical classes and cases	30	1.2	1, 3, 5
Type: Supervised			
Teamwork and preparation of presentations	15	0.6	10
Type: Autonomous			
Independent work and preparation of cases	54.5	2.18	8, 10
Study	32.5	1.3	2, 4, 6, 7, 9

The subject is based on the participation of students in real entrepreneurial projects and contributed by former students. The door is left open to the possibility of working on personal projects contributed by themselves.

Relevant information of the subject detailing the particulars of the course (e.g. teaching guide, dates and conditions of the delivery of solved exercises and reports) will be published in the virtual campus. Eventual changes will be always posted in the Virtual Campus, since it is to be considered as the usual mechanism of exchange of information between teacher and students.

Classes will be conducted mostly in Catalan or Spanish although it is very common the appearance of terms in English. The written material or support to the subject (notes, bibliography, references or even exercises or cases) can be provided in Catalan or Spanish or in English. In this course the use of the English language may not be exceptional but usual. The final test and the retake exam will be written in Catalan or Spanish. Tests and exercises can be answered (and if necessary presented) in Catalan, Spanish or English.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Ongoing evaluation 1	20%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Ongoing evaluation 2	30%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Ongoing evaluation 3	50%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

"This subject/module does not offer the option for comprehensive evaluation."

General conditions:

The subject is based on the students' participation in real entrepreneurship projects contributed by former students. The door is left open to the possibility of working on personal projects contributed by themselves.

It is evaluated based on the assignments that the student must make during the course. Students who have completed the minimum assignments (equivalent to 80%) and have obtained a pass of 5 may pass the subject.

There is no final exam.

Suspended students with more than a 3.5 will be able to take the make-up exam.

Calendar of assessment activities

The dates of the different handouts and presentations will be announced well in advance during the semester.

Recovery Process

"To participate in the recovery process, students must have previously been assessed in a set of activities that represents a minimum of two-thirds of the total grade for the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). The students have obtained an average grade for the subject between 3.5 and 4.9.

The date of this test is scheduled in the Faculty's exam calendar. The student who presents himself and passes it will pass the subject with a grade of 5. Otherwise, he will keep the same grade.

Irregularities in assessment acts

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student commits any irregularity that may lead to a significant variation in the grade of an assessment act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instructed in it. In the event that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0 ". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations)

Bibliography

Published at Campus Virtual.

- Generación de modelos de negocio (Osterwalder, Pigneur 2011)

Software

No special software is needed.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	201	Catalan	first semester	afternoon
(TE) Theory	20	Catalan	first semester	afternoon