

Degree	Type	Year
Business Administration and Management	OT	4

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

There are no prerequisites.

## Objectives and Contextualisation

Introduction to the IT infrastructure in the business environment and the concept of Integrated Management System, analyzing in detail the advantages and disadvantages from a business point of view of working with an integrated management system compared to using individual applications for each business subsystem. Introduction to Information Systems for Management as a tool to support decision making in different areas of the company.

Development of applications with Content Managers, Virtual Stores, ERP's, Customer Relationship Managers, Email Marketing and Business Intelligence campaigns.

## Competences

- Apply mathematical instruments to synthesise complex economic-business situations.
- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate initiative and work individually when the situation requires it.
- Identify, justify and reason the appropriate decisions according to the basic parameters of a business problem.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Use of the available information technology and adaptation to new technological environments.

- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

## Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply algorithmic resolution techniques to optimisation problems.
3. Apply the basic principles of modelling in business decision-making.
4. Capacity to adapt to changing environments.
5. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
6. Demonstrate initiative and work independently when required.
7. Differentiate between alternative methods of analysis, and apply the appropriate quantitative tools to resolve business management problems.
8. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
9. Model the management of business operations by applying quantitative support techniques.
10. Organise work, in terms of good time management and organisation and planning.
11. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
12. Solve problems optimising and obtaining forecasts through information technology applications.
13. Use available information technology and be able to adapt to new technological settings.
14. Use forecasting techniques in business contexts.
15. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

## Content

1. Introduction to Management Information Systems.
2. Content Management Systems (development of interactive Web pages).
3. eCommerce
4. Customer Relationship Management (CRM) through an ERP
5. eMail Marketing campaigns through an ERP
6. Business Intelligence

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical classes, project development	17	0.68	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Theoretical Lectures, discussion of cases and presentation of works	32.5	1.3	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Type: Supervised			

Tutorials and follow-up of the work to be done and the cases to prepare	15	0.6	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Type: Autonomous			
Related readings, preparation of cases and practices, study and elaboration of schemes	69	2.76	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13

Subject eminently practical where the notions will be given so that the student can develop, in groups of 3 people, the themes of the program. Students must create a web page with a Content Management System (WordPress) and an eCommerce with WooCommerce, use Odoo ERP to manage customer relations and send an eMail Marketing campaign, and finally, develop a dashboard with Tableau.

Attendance to classes is mandatory, from the first session, since it participates in the preparation of the projects proposed in the subject.

Tableau data visualization software ([www.tableau.com](http://www.tableau.com)) is provided through the Tableau for Teaching program (<http://www.tableau.com/academic>)

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

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Designing a dashboard with Tableau	20%	4.5	0.18	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Development of a email marketing campaign	20%	4.5	0.18	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Development of a Web page with eCommerce	20%	4.5	0.18	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13
Personal evaluation activities	40%	3	0.12	3, 2, 4, 1, 5, 6, 7, 9, 10, 8, 12, 11, 15, 14, 13

1)

Projects: average obtained from the delivery of three projects prepared in groups of 3 people.

a) Creation of a Web page with eCommerce (20%)

b) Development of a CRM and an email marketing campaign (20%)

c) Designing a dashboard with Tableau (20%)

Attendance will be calculated for each project, as follows: Present = 2 points, Delay or Excused absence = 1, Unexcused absence = 0 points.

- The student who does not exceed 80% attendance in a certain project, will lose 50% of the grade obtained by his group in that project.
- The student who does not exceed 70% attendance in a certain project, will lose 100% of the grade obtained by his group in that project.

2) Individual tests: average of individual evaluations based on tests carried out individually in classes.

The final grade for the subject will be the weighted average between projects (60%) and individual tests (40%). To calculate the final grade for the subject, it is essential to obtain an average grade greater than or equal to 5 in each of the parts (projects, individual tests).

If the grade for any of the parts is less than 5, the final grade for the subject will be the minimum grade obtained in projects and individual tests.

If the final grade for the subject is between 3.5 and 4.9, the student will be able to take the retake exam for passing the subject.

A student is considered to be "Not evaluable" in the subject when informing the teacher that he/she leaves the subject before week 7 of the course.

This subject does not offer the option for comprehensive evaluation.

#### Calendar of evaluation activities

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced in the virtual campus at the beginning of the course and will be done within the weeks of teaching. There is no partial or final exam on the subject.

*"The dates of evaluation activities cannot be modified unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity."* **Section 1 of Article 115. Calendar of evaluation activities**

**(Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

[https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

#### Grade revision process

In the virtual campus will be informed of the procedure, place, date, and time of the review of exams in accordance with the regulations of the University.

#### Retake Process

*"To be eligible to participate in the retake process, it is required for students to have been previously evaluated for at least two-thirds of the total evaluation activities of the subject."* Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student have achieved an average grade in the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, the student will fail the course.

#### Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0".* **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

In this sense, any delivery that is identified as plagiarized by other colleagues or any other source entails a zero in that evaluation. In case of plagiarism between classmates, the zero will be as much for the plagiarist as for the one that facilitates the plagiarism

#### Use of Artificial Intelligence (AI) Technologies

For this course, the restricted use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalization of the grade for the activity, or more severe sanctions in serious cases.

## Bibliography

### WORDPRESS

<http://www.webempresa.com/curso-wordpress-gratis.html>

<http://www.webempresa.com/tutoriales-packs-webempresa-wordpress-con-framework-gantry.html>

<http://www.webempresa.com/curso-woocommerce-gratis-para-tiendas-wordpress.html>

<http://www.aragonemprendedor.com/archivos/descargas/tutorial-de-wordpress.pdf>

<http://asociacionpaideia.org/wp-content/uploads/2016/11/guia-recien-llegado-wp.pdf>

<http://www.malaga.es/base/descargas/144345/manual-wordpress-diputacion-malaga>

<https://es.wordpress.org/plugins/>

[http://tecnologiaedu.uma.es/materiales/web20/archivos/cap3b\\_CrearBlogWordPress.pdf](http://tecnologiaedu.uma.es/materiales/web20/archivos/cap3b_CrearBlogWordPress.pdf)

### SUITE CRM (SUGAR CRM)

<https://suitecrm.com/wiki/index.php/Userguide>

<http://www.activallink.com/suite-crm-elementos-basicos/>

<https://drive.google.com/file/d/0B1MFyYAVHClQSHBMZlpfYnZRT28/view>

[http://www.comunidad365.com/wp-content/uploads/downloads/Libro\\_Hugo\\_Brunetta.pdf](http://www.comunidad365.com/wp-content/uploads/downloads/Libro_Hugo_Brunetta.pdf)

<http://calidad.kiubix.com/manuales/SuiteCRM.pdf>

<http://www.abartiateam.com/documentacion/sugarcrm/ManualdeSugarCRM.pdf>

<https://es.slideshare.net/irontec/curso-completo-de-crm-sugarcrm>

## TABLEAU

<https://www.tableau.com/es-es/learn/training>

[http://downloads.tableau.com/quickstart/main-guides/es-es/desktop\\_getstarted7.0.pdf](http://downloads.tableau.com/quickstart/main-guides/es-es/desktop_getstarted7.0.pdf)

<https://www.tableau.com/es-es/products/trial>

## Software

Servidor virtual with cPanel

WordPress

WooCommerce

Odoo

Tableau

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Spanish	second semester	morning-mixed
(TE) Theory	51	Spanish	second semester	morning-mixed