



IDENTIFYING DATA

IT applied to commercial management

Subject	IT applied to commercial management			
Code	V06G270V01307			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	1st
Teaching language	Spanish			
Department				
Coordinator	González Dacosta, Jacinto			
Lecturers	González Dacosta, Jacinto			
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General description	Basic concepts of hardware and software. Functional structure of the computer. Networks of computers. Security of the information, electronic signature. The computer in the system of information.			

Competencies

Code

B1

- C24 (*)CE24. Aplicar as ferramentas informáticas e os conceptos e técnicas estadísticas, contables, financeiras e de marketing para a xeración e interpretación de informes e a planificación e xestión integral: funcións da cadea de subministros e entrega ao cliente, xestión do risco comercial, xestión contable e financeira, entre outros, mediante ferramentas tales como as tecnoloxías web, os xestores de bases de datos, a transmisión electrónica de datos, o comercio electrónico, os CRM ou os sistemas integrados.
- C26 (*)CE26. Saber empregar as habilidades persoais, actitudes e coñecementos adquiridos no contexto académico mediante a simulación de situacións reais dla práctica profesional e a través do contacto coa realidade empresarial que proporcionan as prácticas de empresa.
- D2 (*)CT2. Habilidades de comunicación a través de internet e manexo das ferramentas multimedia.
- D8 (*)CT8. Capacidade para liderar e traballar en equipo.

Learning outcomes

Expected results from this subject	Training and Learning Results			
Know the elements that conform or influence in a computer system and be able to configure a basic computer system for the management of a commercial company. As well as also know and know apply the computer tools of management of the information used in the company and in the electronic trade.	A4	B1 B3 B4	C1 C17 C21 C24 C26	D2 D8

Contents

Topic

1 The computer	1.1 Hardware 1.2 Software
2 *Manipulation of data in the computing	2.1 basic Structures of data 2.2 Leaves of calculation 2.3 Databases
3. Electronic trade and electronic documentation	3.1. Basic architecture of internet 3.2. Utilities in the network 3.3. The electronic trade and his types 3.4. Electronic documentation 3.5. Electronic turnover 3.6. Runways of Payment

4. Computer security	4.1. Individual security 4.2. Basic security in the company 4.3. Encryption 4.4. Electronic signature
5. Legislation on applicable information the company	5.1. LOPD 5.2. LSSI 5.3. Another applicable legislation to the company

Planning			
	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Master Session	4	6	10
Presentations / exhibitions	2	6	8
Autonomous practices through ICT	4	6	10
Practice in computer rooms	26	34	60
Jobs and projects	8	20	28
Short answer tests	1	8	9
Troubleshooting and / or exercises	6	18	24

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
	Description
Introductory activities	Assessment of the previous knowledges of the student and explanation of the methodology to be followed along the course
Master Session	In these sessions will expose to the students the concepts and necessary methodologies for the knowledge of the matter
Presentations / exhibitions	Learn to use distinct means of presentation on-line/off-line and his methodologies
Autonomous practices through ICT	Elaborate proposals of practical cases in group and resolution of the same applying the appropriate computer tools.
Practice in computer rooms	Exercises proposed by the professor that the students will solve with the help of the computer in the class of computing. They will be individual works and in group

Personalized attention	
Methodologies	Description
Practice in computer rooms	They are varied the strategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.
Tests	Description
Jobs and projects	They are varied the strategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.

Assessment			
	Description	Qualification	Training and Learning Results
Practice in computer rooms	In this section will assess the attendance to practices in the classroom of computers with a minimum attendance of 80%	10	C26 D2 D8
Jobs and projects	In this section described the works of theory realised by the students that will deliver in the terms fixed by means of the platforms that indicate along the course. Said works will be formed by a part in digital support (layout, development, etc) and another part of presentation by means of applications cloud.	30	B1 C24 D2 C26 D8

Short answer tests	It will consist in the realisation of a proof of type test at the end of the quarter that will contain questions of the matter of the theoretical part.	10	B1 C24 D2 C26 D8
Troubleshooting and / or exercises	They will realise of 2 proofs (one around the middle of quarter and another to finals). Said proofs will contain exercises proposed by the professor that will resolve with the help of the computer and will be delivered in the dates that fix by means of the platform FEAR.	50	B1 C24 D2 C26 D8

Other comments on the Evaluation

Remembers to all the student the prohibition of the use of mobile devices or portable computers in exercises, practical and proofs, in fulfillment of the article 13.2.d) of the Statute of the University Student, relative to the duties of the student university, that establishes the duty of "*abstain of the utilisation or cooperation in fraudulent procedures in the proofs of evaluation, in the works that realise or in official documents of the University*".

Evaluation

The student will be able to choose the system of evaluation that wishes was him applied in the matter. For this has to opt by the continuous evaluation (by defect) or a final exam only previous renunciation to the continuous evaluation.

Continuous evaluation

To surpass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the matter and besides that in the sections: "Jobs and projects" and "*Resolution of problems and/or exercises*" it is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of said proof.

Only final examination

To surpass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the matter. This examination consists of two parts: a proof "*Type test (40%)*" and a proof in computer of "*Resolution of problems and/or exercises (60%)*" for which is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of said proof.

Will realise an examination in the date fixed by the centre when finalising the quarter and another in the month of July whose punctuations will be of 100% of the matter, except those students that have opted by the continuous evaluation that only will assist with the part that have not reached the minimum.

Sources of information

Basic Bibliography

Jean-François Carpentier, **La seguridad informática en la PYME**, 1ª Edición, ENI, 2016

Pierre Rigollet, **Analisis eficaz de datos. Tablas dinámicas**, 1ª Edición, ENI, 2016

Complementary Bibliography

Del Peso Navarro, Emilio y otros, **Nuevo reglamento de protección de datos de carácter personal**, 2008

Prieto Espinosa, Alberto y otros, **Introducción a la informática**, 2006

Laudon, Kenneth; Carol Guercio, **E-commerce 2013: Negocios, tecnología y sociedad**, 2014

Tanenbaum, Andrew, **Redes de computadores**, 5ª Edición, 2012

Silberschatz, A, **Fundamentos de bases de datos**, 6ª Edición, 2014

Laudon, **E-Commerce 2015: Business, Technology, Society**, 2014

Marqués, Felicidad, **Microsoft Excel 2010. En profundidad**, 2010

Guillaume Eouzan, **Marketing web. Definir, implementar y optimizar nuestra estrategia 2.0**, 1ª Edición, ENI, 2016

Marie Prat, **Posicionamiento web : estrategias de SEO : Google y otros buscadores**, 4ª Edición, ENI, 2016

Pierre Rigollet, **Cuadros resumen y cuadros de mando. Tratamiento y análisis de grandes volúmenes de datos con Excel 2016**, 1ª Edición, ENI, 2016

Recommendations

Other comments

Those students that can not assist to class by reasons of work or have dispenses of assistance, will have to put in contact with the professors to principle of course to end to arbitrate the necessary measures so that they can realise continuous evaluation.

- 1.- Like support to the teaching, will use platforms of virtual learning
- 2.- It is convenient that the student activate the account of email that provides him the University of Vigo.
- 3.- Also for the follow-up of the matter, is indispensable to have an gmail account