



## IDENTIFYING DATA

### ICTs in International Trade

|                     |   |           |      |            |
|---------------------|---|-----------|------|------------|
| Subject             | ICTs in International Trade                                 |           |      |            |
| Code                | V06M101V01105   |           |      |            |
| Study programme     | University Master's Degree in International Trade           |           |      |            |
| Descriptors         | ECTS Credits  | Choose    | Year | Quadmester |
|                     | 4.5   | Mandatory | 1st  | 1st        |
| Teaching language   | Spanish   |           |      |            |
| Department          |   |           |      |            |
| Coordinator         | García Rosello, Emilio                                      |           |      |            |
| Lecturers           | García Rosello, Emilio<br>González Dacosta, Jacinto         |           |      |            |
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| General description |   |           |      |            |

## Competencies

|      |  |
|------|--|
| Code |  |
| C9   | (*)Conocimiento aplicado de las herramientas informáticas necesarias en el comercio internacional  |
| D16  | (*)Conocimiento de las distintas aplicaciones informáticas, diseño y construcción de páginas web, y de las técnicas adecuadas para el comercio electrónico |
| D17  | (*)Obtención de información en Internet  |
| D18  | (*)Análisis crítico de hardware y software, elección de arquitecturas, sistemas, equipos y programas   |

## Learning outcomes

|  |                               |
|--|-------------------------------|
| Expected results from this subject   | Training and Learning Results |
| Applied knowledge of the most relevant aspects of information and communication technologies that are useful in the professional activity in the international trade environment. Ability to organize information in contexts of low complexity. Usage and assesment of sources of information on the Web. Knowledge of the basics of the Web and usage of online tools for site design. Usage and assesment of solutions based on cloud computing and SaaS useful in commercial activity. | C9<br>D16<br>D17<br>D18       |

## Contents

|   |  |
|---|--|
| Topic   |  |
| 1. Introduction to computer tools in international trade.                         | Computer tools and their usefulness in international trade. Types and functions of ICT-based tools.  |
| 2. Analysis and processing of data.   | Advanced use of spreadsheets. Introduction to databases. Tools of presentation of the information.   |
| 3. Basics of Internet.  | Technical aspects.<br>Email.<br>The Web.<br>Searching for information on the Internet. Sources. Quality of information.                                  |
| 4. Online tools. Cloud computing. SaaS (Software as a Service).                   | Online tools for data processing and document creation. Tools to support workgroup in virtual environments.<br>Online tools for management and commerce. |
| 5. Information security. Tools and techniques for protection of computer systems. | Introduction to the security of ICT systems. Basic techniques and tools.   |

| <b>Planning</b>                       |             |                             |             |
|---------------------------------------|-------------|-----------------------------|-------------|
|                                       | Class hours | Hours outside the classroom | Total hours |
| Case studies / analysis of situations | 10          | 22.6                        | 32.6        |
| Troubleshooting and / or exercises    | 18          | 37.8                        | 55.8        |
| Master Session                        | 7           | 14                          | 21          |
| Other                                 | 1           | 2.1                         | 3.1         |

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

| <b>Methodologies</b>                  |  |
|---------------------------------------|--|
|                                       | Description  |
| Case studies / analysis of situations | Analysis of a real or fictitious (but realistic) fact, problem or situation with the purpose of knowing, interpreting, solving and / or generating hypotheses, contrasting data, reflecting, completing knowledge, debating, diagnosing and / or training in alternative solution procedures . Individual or group activity. |
| Troubleshooting and / or exercises    | Performing individual or group work, raised during the face-to-face hours. They may require the student to document, reflect, and / or solve problems.   |
| Master Session                        | Teacher presentation of contents on the subject matter of study, theoretical bases and / or guidelines of a work, exercise or project to be developed by the student.  |

| <b>Personalized attention</b>         |   |
|---------------------------------------|---|
| Methodologies                         | Description   |
| Case studies / analysis of situations | The student will have a continuous follow-up and personalized attention, through classes of problem solving, case studies and debate, and regular control of the work done. |
| Troubleshooting and / or exercises    | The student will have a continuous follow-up and personalized attention, through classes of problem solving, case studies and debate, and regular control of the work done. |
| Tests                                 | Description   |
| Other                                 | The student will have a continuous follow-up and personalized attention, through classes of problem solving, case studies and debate, and regular control of the work done. |

| <b>Assessment</b>                     |  |               |          |                   |
|---------------------------------------|--|---------------|----------|-------------------|
|                                       | Description  | Qualification | Training | Learning Results  |
| Case studies / analysis of situations | The work developed by the students, individually or in groups, will be evaluated in the activities of study, analysis and debate of cases, situations and problems.  | 30            | C9       | D16<br>D17<br>D18 |
| Troubleshooting and / or exercises    | The students' work will be evaluated, individually or in groups, in the activities of carrying out work, problem solving, documentation and analysis. You can also evaluate the presentations of the work done in class. | 60            | C9       | D16<br>D17<br>D18 |
| Other                                 | Written test where problems must be solved, answer questions of development, and / or brief and / or type test. They will cover all the contents of matter.  | 10            | C9       | D16<br>D17<br>D18 |

### **Other comments on the Evaluation**

The above assessment is valid for students who follow continuous assessment. The conditions to be evaluated by continuous assessment are:

- For students in face-to-face mode: they must attend a minimum of 75% of the classroom hours.
- For online students: they must use the e-learning platform sufficiently assiduously (typically at least every 2 days) to be aware of the progress of the subject, as well as the appropriate and regular participation in online activities.

Those who do not meet these requirements will be considered not to follow the continuous assessment modality. Therefore they will be assessed by final exam (see below).

Alternatively, a student who, despite complying with these conditions, does not want to be evaluated by continuous assessment may explicitly renounce in writing to the professor, before the 3rd week of teaching. Or, if during the course, he / she will documentary and sufficiently proof of an incidental cause that objectively prevents him from following the continuous assessment. Otherwise, any student who fulfills the described conditions will be assessed by continuous assessment.

In general, for the face-to-face or virtual students, evaluated by continuous assessment, who have fulfilled all the indicated requirements to eventually pass the subject by this way, the final grade N of the student will be obtained as:

$$N = 0.9 * A + 0.1 * B$$

Being:

- A the result of the weighted average (depending on the estimated workload) of the grades obtained in each activity or evaluable item of the sections of case studies and problem solving and / or exercises.
- And B the note obtained in the section of Other (written test)

Both A and B will score between 0 and 10.

It shall be understood that the student passed if the final mark N is greater than or equal to 5 over 10.

It is also an essential requirement to be able to pass by continuous assessment to perform and deliver, within the deadlines set for each modality, all activities or items evaluable in part A (case study and problem solving and / or exercises) and obtain a score equal to or greater than 4 out of 10 in each and every one of them (generally each module of the subject will consist of one or more evaluable items). Otherwise the subject will be automatically considered as not passed. There may be compulsory delivery activities but that will only be assessed as pass/ not pass, in which case it will be required to be delivered and evaluated as pass, but will not be considered for the calculation of the above-mentioned average A.

For students who follow the continuous assessment but who have not met some of the essential requirements described above to pass the subject in its corresponding modality (delivery of all activities or items evaluable within the deadlines, obtaining the minimum grade in all activities or evaluable items, having a final grade  $\geq 5$ ), the final grade N can never exceed 4.9 out of 10. Therefore, it will be calculated as:

$$N = \text{minimum}(0,9 * A + 0,1 * B ; 4,9)$$

That is, as indicated in the formula, the final grade N will be the minimum of the values of  $(0.9 * A + 0.1 * B)$  and 4.9.

Students who do not follow the continuous assessment modality, as well as those who submit to the July summons or other extraordinary convocations that may be established, must be submitted to the face-to-face examination to be held in the center, on the date established for the official convocations of the subject, to eventually pass the subject, and obtain a grade greater or equal to 5 out of 10.

IN CASE OF DOUBT, DISCREPANCY, ERROR OF TRANSLATION, INCOMPLETITUDE, INTERPRETATION, OR SIMILAR, THE CONTENT SPECIFIED IN THE SPANISH VERSION OF THIS GUIDE WILL PREVAIL.

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## Sources of information

### Basic Bibliography

Fingar, Peter, **Dot-cloud : the 21st century business platform built on cloud computing**, 1, Meghan-Kiffer Press, 2009

Rigollet, Pierre, **Análisis eficaz de datos con tablas dinámicas**, 1, Ediciones ENI, 2017

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Dion Hinchcliffe, **Eight ways that cloud computing will change business**,

Rachael King, **How Cloud Computing Is Changing the World**,

Anetcom, **Garantías de navegación segura: análisis de los sellos y códigos de confianza en comercio electrónico**,

Anahi Ornelas Ley \* / Maricela López Ornelas, **Calidad de la información en internet**,

Johns Hopkins University, **EVALUATING INFORMATION**,

INTECO-CERT, **RIESGOS Y AMENAZAS EN CLOUD COMPUTING**,

AGENCIA ESPAÑOLA DE PROTECCIÓN DE DATOS, **GUÍA PARA CLIENTES QUE CONTRATEN SERVICIOS DE CLOUD COMPUTING**,

Carmen Cuesta, Javier Alonso, David Tuesta, Santiago Fernández de Lis, **El desarrollo de la industria del cloud computing: impactos y transformaciones en marcha**,

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AIMC, **Navegantes en la Red - Encuesta AIMC a usuarios de Internet**,

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Carmen Cuesta, Javier Alonso, David Tuesta, Santiago Fernández de Lis, **El desarrollo de la industria del cloud computing: impactos y transformaciones en marcha**, BBVA Research,

Databarracks, **Changes to computer thinking**,

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### Complementary Bibliography

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**Recommendations**

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**Subjects that continue the syllabus**

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New ICTs in E-commerce/V06M101V01205

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