



IDENTIFYING DATA

IT applied to commercial management

Subject	IT applied to commercial management			
Code	V06G270V01307			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Rodríguez Damian, María			
Lecturers	Castro Rascado, Enrique Rodríguez Damian, María			
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Web	http://moovi.uvigo.gal			
General description	Basic concepts of hardware and software. Functional structure of the computer. Computer networks. Information security, electronic signature. The computer in the information system. Manage of Cloud applications.			
	Subject of the English Friendly program: International students may request from the faculty: a) materials and bibliographical references to follow the subject in English, b) attend tutorials in English, c) tests and evaluations in English.			

Training and Learning Results

Code	
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Expected results from this subject

Expected results from this subject	Training and Learning Results
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Contents

Topic	
1 The computer	1.1. Hardware 1.2. Software
2 Internet	2.1 Basic Concepts 2.2 Networks and company 2.3 Typologies 2.4 Virtual Storage
3 Data manipulation in computing	3.1. Basic structures of data 3.2. Spreadsheets 3.3. Databases 3.4. Tools for the management of projects 3.5. Tools for data analysis
4 E-commerce and electronic documentation	4.1. The e-commerce and its types 4.2. Electronic documentation 4.3. Electronic billing 4.4. Payments 4.5. Type of Licences
5 Computer Security	5.1. Individual security 5.2. Basic security in the company 5.3. Encryption 5.4. Electronic signature

6 Legislation on applicable information the company	6.1. LOPD 6.2. LSSI 6.3. Another applicable legislation to the company
7 Tools for the preparation of graphic materials	7.1. Manipulation and conversions with files 7.2. Design of materials 7.3. Utilisation of diverse software
8 La IA y su aplicación en la empresa	8.1. Basic Concepts 8.2. Opportunities and application examples

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	5	0	5
Presentation	2	10	12
Practices through ICT	22	37	59
Essay	13	34	47
Problem and/or exercise solving	6	20	26

*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
Lecturing	In these sessions, students will be exposed to the concepts and methodologies necessary for the knowledge of the subject.
Presentation	Learn to use various means of presentation on-line/off-line and its methodologies
Practices through ICT	Exercises proposed by the teacher that the students will solve with the help of the computer in the computer room. They will be individual and group work.

Personalized assistance

Methodologies	Description
Practices through ICT	Several strategies are made available to the student to successfully follow the personalized development of the course. During the realization of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the students can check the evolution of their learning through feedback in the process, participating in the evaluation of the work done. The student will also have self-evaluation tests, in order to reflect systematically on the work done, the progress on what has been learned and the practical functionality of the contents taught. In any circumstance of teaching (face-to-face, online or mixed) the tutoring sessions can be carried out by telematic means (e-mail, videoconference, Moovi forums, Virtual Office, Remote Campus,...) under the modality of previous appointment.

Tests	Description
Essay	Several strategies are made available to the student to successfully follow the personalized development of the course. During the realization of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the students can check the evolution of their learning through feedback in the process, participating in the evaluation of the work done. The student will also have self-evaluation tests, in order to reflect systematically on the work done, the progress on what has been learned and the practical functionality of the contents taught. In any circumstance of teaching (face-to-face, online or mixed) the tutoring sessions can be carried out by telematic means (e-mail, videoconference, Moovi forums, Virtual Office, Remote Campus,...) under the modality of previous appointment.

Assessment

	Description	Qualification	Training and Learning Results
Essay	In this section will be graded the work done by students to be delivered within the deadlines specified by the platforms that will be indicated throughout the term. These works will consist of a part in digital support (layout, development, etc.) and another part of presentation through cloud applications.	40	

Problem and/or exercise solving	There will be 2 tests (one in the middle of the term and the other at the end). These tests will contain exercises proposed by the teacher that will be solved with the help of the computer and will be delivered on the dates to be set through the Moovi platform. The first test will score 25% and the second test 35%.	60
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Other comments on the Evaluation

All students are reminded of the prohibition of the use of mobile devices or laptops in exercises, practices, and tests, in compliance with Article 13.2.d) of the University Student Statute, regarding the duties of university students, which establishes the duty to "refrain from using or cooperating in fraudulent procedures in evaluation tests, in the work performed or in official University documents".

Evaluation

After exceeding the period of one month from the beginning of the semester, students will have 10 working days to express their intention to switch to the global evaluation system in the ordinary call for the subject, renouncing continuous evaluation. To do this, they must answer a survey in Moovi and send an email to the coordinator of the Degree (fc.organizacion@uvigo.es). If this intention is not expressed, it is understood that the student follows the continuous assessment, waiving the global assessment in the ordinary call.

Continuous evaluation

The evaluation is composed of two main sections: "Works" and "Problem solving". The first section will be developed throughout the term mainly in the timetable assigned to theory while the second section will take place mainly in the timetable reserved for practices.

- Works (40%). Different topics will be proposed that will be developed throughout the semester using cloud tools to create, share and search for content of interest. All necessary milestones will be assessed for the realization and exhibition of the proposed works.
- Problem solving (60%) through telematic means in the computer room or Remote Campus. This section will be evaluated with two tests: Test 1 and Test 2. The first one (Test 1) will have a weighting of 25% and the second one (Test 2) will have a weighting of 35%. The date of both will be communicated to the students in the Moovi platform at the beginning of the term.

To pass this evaluation it is necessary that the student obtains a minimum score of 50% of the total of the subject, and in addition in the sections "Works" and "Problem solving" it is necessary to obtain a minimum score of 40% of the maximum score of these tests. In the case of "Problem solving" this is required for each of the tests individually.

It is considered a desirable condition to have 80% attendance to the sessions marked for the average. Those students who have opted for continuous evaluation and fail a part, or do not reach the minimums will only attend the global with the part they have failed.

Global exam

To pass this evaluation it is necessary that the student obtains a minimum score of 50% of the total of the subject, and a minimum score of 40% of the maximum score of each section. This exam consists of two sections:

- Type test and development questions (40%). by telematic means in the computer room or normal exam.
- Problem solving (60%) through telematic means in the computer room or Remote Campus.

The global exams will be held on the date set by the center at the end of the term and their scores will be 100%.

Participation in complementary activities

Provided that the student has passed the subject according to the criteria described above, a maximum of 1 point will be added to the grade obtained for participation in certain external or internal activities that may take place during the term in which the subject is taught, and that the faculty of this subject considers of interest. These may be activities organized by the center, the university, or other entities, such as visits to companies, lectures, round tables, conferences, workshops, seminars, or similar. To this end, the teachers of the subject will previously communicate to the students by the usual means (in face-to-face hours or by Moovi) those activities in which the participation will mean an increase of the grade. Participation in each activity will be rewarded with 0.25 points, and up to a maximum of 1 point; in any case, the final grade of the subject may not exceed a maximum of 10. If during the term there are no external activities, the teacher will add the point for attendance to more than 80% of the sessions.

Students must provide a document accrediting their participation in each activity they wish to be counted within the

deadlines indicated by the person coordinating the subject. In the case of activities organized by the center, the center will be in charge of collecting this information and transferring it to the teaching staff.

The dates of the official exams can be consulted in the center's web page: <https://fcomercio.uvigo.es/>

*This didactic guide was originally written in Spanish and has been translated into other languages. If you have any doubts about its interpretation, please consult its Spanish version.

Sources of information

Basic Bibliography

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

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

Complementary Bibliography

Pérez Villa, Juan Diego, **Introducción a la informática. Guía visual**, Anaya Multimedia, 2022

Saravanan G, Kani Selvi V, **Easy learning: Computer Hardware, Operating Systems, E-Services**, LAP LAMBERT Academic Publishing, 2020

Antonio Postigo Palacios, **Bases de datos**, Ediciones Paraninfo, 2021

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

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

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

Kurose, James F., **Redes de computadoras : un enfoque descendente**, Pearson Educación, 2017

Excel 2016, ENI, 2016

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

Lara Torralbo, Juan Alfonso, **Business Intelligence**, 1ª Edición, 2016

Recommendations

Other comments

Those students who are unable to attend class for work reasons or have dispensation of attendance, should contact the teachers at the beginning of the term in order to arbitrate the necessary measures so that they can perform continuous evaluation.

1.- Virtual learning platforms will be used as a support for teaching.

2.- It is convenient that the student activates the e-mail account provided by the University of Vigo.

3 .- Also for the monitoring of the subject, it is essential to have a gmail account and another Microsoft account.
