

Syllabus

- **Course:** Business Intelligence
 - **Credits:** 6 ECTS
 - **Program:** Business Administration & Management
 - **Module:** Core Education
 - **Subject:** Business Intelligence
 - **Code:** 802407
 - **Abbreviation:** MA20
 - **Subject coordinator:** PhD. Albert Arisó
 - **Academic Year:** 2023-2024
 - **Session:** October
 - **Semester:** First (fourth course, fall semester)
 - **Campus:** Barcelona
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01 Faculty

01.1 Subject Coordinator

PhD. Albert Arisó
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02 Presentation

02.1 Description

Information Systems (SI) and Information and Communication Technologies (ICTs) have changed the way in which current organizations operate. Through its use, significant improvements are achieved, since they automate the operational processes, provide an information platform necessary for decision-making and, most importantly, its implementation achieves competitive advantages.

02.2 Relevant professional applications

In professional activity, the use and knowledge of information systems is essential as a structural part of a company. Its development and implementation must be known by any student as an essential and integrating factor of the set of procedures performed in the business field.

03 Competencies

03.1 Course Competencies

Specific Competencies

- CESI01 – Manage the terminology and fundamental concepts of Information Systems and their influence on the definition of the company's strategy.
- CESI02 – Understand the relationship between Information Systems, the Organization, the people who integrate it and its impact on the company.
- CESI03 – Know and understand the ethical, social, political and legal aspects related to Information Systems.
- CESI04 – Methods and techniques for developing Information Systems projects.
- CESI05 – Identify, analyze and manage the sources of information relevant to the company and its contents.
- CESI06 – Know the Database Management Systems and business applications that allow you to organize the Information.
- CESI07 – Know the current trends in information systems and technologies.

General Competencies

- CG01 – Know a third language, which will preferably be English, with an adequate level of oral and written expression, according to the needs of graduates.
- CG04 – Manage the acquisition, structuring, analysis and visualization of data and information in the field of specialty and critically assess the results of this management.
- CG09 – Know and understand the organization of a company and the sciences that define its activity; ability to understand labor standards and the relationships between planning, industrial and commercial strategies, quality and profit.

04 Program

1. Basic Concepts
2. ICT as a factor of competitive advantage
3. Classification and architecture of applications
4. Relational Databases
5. From Virtualization to Cloud Computing
6. Business Intelligence
7. Big Data and Ethics in Information Systems
8. E-Business - E-Commerce
9. E-Marketing
10. Software life cycle
11. Critical factors S.I. Cost Estimation, TCO Calculation
12. Information Security and Computer Security
13. Application of Corporate Social Responsibility in the information systems to ensure a better sustainable community and continuity in the awareness of its importance.

05 Teaching Methodology

Considering the student's profile, the teaching model is articulated around three types of methodologies from EAE 's Life-ED Methodology:

Source: <https://www.eaebarcelona.com/en/lifeed-methodology>

ME1. Participatory Exhibition Class

ME3. Autonomous work

ME4. Problem-based learning

ME7. Evaluation

06 Educational Activities

Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Presence
AF1. Contents presentation with student participation	24	100%
AF2. Problem solving, exercises and case studies with student participation.	24	100%
AF4. Study and preparation of teaching units	46	0%
AF5. Performance of exercises and case studies	25	0%
AF6. Problem solving	25	0%

AF13. Written / oral evaluations	6	100%
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07 Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CESI01 CESI02 CESI03 CESI04 CESI05 CESI06 CESI07 CG04 CG09	40%
EV2. Control of midterm written test	CESI01 CESI02 CESI03 CESI04 CESI05 CESI06 CESI07 CG04 CG09	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CESI01 CESI02 CESI03 CESI04 CESI05 CESI06 CESI07 CG04 CG09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

08 Learning Resources

Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard

09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic

Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10 Bibliography

10.1 Basic bibliography

- Laudon, K. & Laudon, J. (2021) *Sistemas de Información Gerencial*. 14^o Edición. Pearson. ISBN: 978-6073236966

10.2 Complementary bibliography

- Laudon, K. & Guercio, C. (2019) *E-Commerce 2019: Business, Technology and Society*, Global Edition. 15^o Edición. Pearson. ISBN: 978-0134998459
- Gallego, JC. (2018) *Cómo protegerse de los peligros en Internet*. Editorial Oxword. ISBN: 978-8409035700
- Gildner, Gil. (2019) *Becoming A Digital Marketer: Gaining the Hard & Soft Skills for a Tech-Driven Marketing*. Baltika Press. ISBN: 978-1733794879