



INTERNATIONAL  
CAMPUS OF  
EXCELLENCE

COORDINATION PROCESS OF  
LEARNING ACTIVITIES  
PR/CL/001



E.T.S. de Ingeniería y Sistemas  
de Telecomunicación

# ANX-PR/CL/001-01

## LEARNING GUIDE

### SUBJECT

**593000116 - Ict management in organizations**

### DEGREE PROGRAMME

59AC - Master Univ. en Sistemas y Servicios para la Sociedad de la Información

### ACADEMIC YEAR & SEMESTER

2017/18 - Semester 1

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## 1. Description

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### 1.1. Subject details

<b>Name of the subject</b>	593000116 - Ict management in organizations
<b>No of credits</b>	2 ECTS
<b>Type</b>	Compulsory
<b>Academic year of the programme</b>	First year
<b>Semester of tuition</b>	Semester 1
<b>Tuition period</b>	September-January
<b>Tuition languages</b>	English
<b>Degree programme</b>	59AC - Master Univ. en Sistemas y Servicios para la Sociedad de la Información
<b>Centre</b>	Escuela Técnica Superior de Ingeniería y Sistemas de Telecomunicación
<b>Academic year</b>	2017-18

## 2. Faculty

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### 2.1. Faculty members with subject teaching role

<b>Name and surname</b>	<b>Office/Room</b>	<b>Email</b>	<b>Tutoring hours *</b>
Margarita Martínez Nuñez (Subject coordinator)	4309	margarita.martinez@upm.es	Sin horario.
Waldo Saul Pérez Aguiar	4310	waldo.perez@upm.es	Sin horario.

\* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

## 3. Skills and learning outcomes \*

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### 3.1. Skills to be learned

CEI.1 - Capacidad de proponer, organizar y ejecutar trabajos de investigación en el ámbito de la ingeniería para la Sociedad de la Información.

CEI.3 - Capacidad de comunicación y difusión de los resultados de investigación.

CEI.7 - Capacidad de análisis y procesamiento de datos.

CEP.5 - Capacidad de analizar los sistemas de planificación de recursos empresariales y los sistemas de administración de las relaciones con el cliente

CEP.6 - Capacidad de analizar la implicación de los recursos humanos y los sistemas de información en la gestión de las TIC.

CGEN.2 - Poseer habilidades para el aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo

CGEN.3 - Capacidad para el trabajo en grupo, dirigir, organizar y supervisar equipos multidisciplinares en entornos internacionales.

CGEN.4 - Capacidad para la dirección general, técnica y de proyectos de investigación, desarrollo e innovación, en empresas y centros tecnológicos.

CGEN.7 - Capacidad para aplicar los principios de la economía y de la gestión de recursos humanos y proyectos, así como la legislación, regulación y normalización en los ámbitos de la ingeniería para la Sociedad de la Información.

## 3.2. Learning outcomes

RA167 - Identify the Impact of the Web 2.0 Technologies for corporate productivity an management

RA162 - Analyze the activities of the human resource management in SI

RA160 - Identify the personal working profiles in Information Systems

RA165 - Conceptualize the virtual organization

RA169 - Analyze foundations of co-creation on internet business

RA170 - Identify the Implications for Social Media marketing strategy

RA163 - Identify the impact of ICT in the value chain of the organization system

RA168 - Recognize component of Mobile Marketing and Mobile Social Media Strategy

RA161 - Explain the role of the Director of information systems

RA164 - Recognize the impact of ICT in the competitive factors

RA166 - Describe the phenomenon "Enterprise 2.0"

\* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

## 4. Brief description of the subject and syllabus

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### 4.1. Brief description of the subject

This subject seeks to enable students to know and understand the performance of the investment in information technology and what problems may arise. It also studies the relationship between technology and strategy processes and other issues of organization and / or governance of the company. In organizations dedicated to the generation of products or services in high technology sectors where the validity period of a particular technology (in terms of adequacy and comparative performance with other competitors) is increasingly reduced (shorter product

cycles) Knowing these concepts becomes essential. Thus, in the first three themes, we introduce some conceptual bases with the purpose of reviewing and framing some concepts necessary for the treatment of the following topic. We study the evolution and approaches of information systems strategy, including the search for sustainable competitive advantage in strategic innovations in information systems. A review of the evolution of the information systems strategy over the years is presented. Flexible infrastructures are presented that are adaptable to today's changing, dynamic and competitive environments. The fourth theme reviews the main current challenges and innovations in the ICT Management of Organizations. The contents of this topic evolve and are updated as new challenges appear or others are overcome.

## 4.2. Syllabus

1. 1: Foundations
  - 1.1. 1.1.-Conceptual Strategy developments in Information Systems
  - 1.2. 1.2.-IT Initiatives and Sustaining Competitive Advantage
  - 1.3. 1.3.- Information Systems Management and Strategy Formulation
  - 1.4. 1.4.-Approaches to Information Systems Planning
  - 1.5. 1.5.-The Information Systems Planning Process
2. 2: Components of Information Systems Strategy
  - 2.1. 2.1.-A Comprehensive Model of Information Strategy
  - 2.2. 2.2.-Information Technology Strategy
  - 2.3. 2.3.-Principles and Models for Organizing the IT Function
  - 2.4. 2.4.-Evaluating the Outcomes of Information Systems Plans
3. 3: IT Management : Perspectives and Considerations
  - 3.1. 3.1.- The CIO Role
  - 3.2. 3.2.- IT Strategy and Organizational Culture
  - 3.3. 3.3.- IT Governance
  - 3.4. 3.4.- Strategies for Managing in Difficult Environments

3.5. 3.5.- IT Project Evaluation

3.6. 3.6.- Resource-Based View and Competitive Strategy

4. 4: Challenges strategies managing Media and in Social

4.1. 4.1.- Business Impact of Web 2.0 technologies

4.2. 4.2.- Strategic Development of Business Models: Implications of the Web 2.0 for Creating Value on the Internet

4.3. 4.3.- Marketing meets Web 2.0, Social Media, and Creative Consumers: Implications for International Marketing Strategy

4.4. 4.4.-Collaborative Economy and Value Creation

4.5. 4.5.- Co-creation experiences: the next practice in Value Creation

4.6. 4.6.-Business Models for Smart Grid

4.7. 4.7.-The new customer relationship challenge: Social CRM.

4.8. 4.8.- If you love something, let it go mobile: Mobile marketing and mobile social media 4x4

4.9. 4.9.- New perspectives for research in Internet: Web 2.0 and Enterprise 2.0

## 5. Schedule

### 5.1. Subject schedule\*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Other face-to-face activities	Assessment activities
1	<b>Unit contents</b> Duration: 01:00 Lecture  <b>Debate</b> Duration: 01:00 Cooperative activities			
2	<b>Unit exposition</b> Duration: 01:00 Additional activities  <b>Debate</b> Duration: 01:00 Cooperative activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50  <b>Debate</b> Group presentation Continuous assessment Duration: 00:50
3	<b>Unit contents</b> Duration: 01:00 Lecture  <b>Unit exposition</b> Duration: 01:00 Additional activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50
4	<b>Unit exposition</b> Duration: 01:00 Additional activities  <b>Debate</b> Duration: 01:00 Cooperative activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50  <b>Debate</b> Group presentation Continuous assessment Duration: 00:50
5	<b>Unit exposition</b> Duration: 01:00 Additional activities  <b>Debate</b> Duration: 01:00 Cooperative activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50  <b>Debate</b> Group presentation Continuous assessment Duration: 00:50
6	<b>Unit exposition</b> Duration: 01:00 Additional activities  <b>Debate</b> Duration: 01:00 Cooperative activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50  <b>Debate</b> Group presentation Continuous assessment Duration: 00:50



7	<b>Unit contents</b> Duration: 01:00 Lecture  <b>Unit exposition</b> Duration: 01:00 Additional activities			<b>Unit exposition</b> Individual presentation Continuous assessment Duration: 00:50
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				<b>Final Examen</b> Written test Final examination Duration: 02:00

The independent study hours are training activities during which students should spend time on individual study or individual assignments.

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

\* The subject schedule is based on a previous theoretical planning of the subject plan and might go through experience some unexpected changes along throughout the academic year.

## 6. Activities and assessment criteria

### 6.1. Assessment activities

#### 6.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEI.7 CGEN.3 CGEN.4 CGEN.7 CEP.6 CEI.1 CGEN.2
2	Debate	Group presentation	Face-to-face	00:50	2.5%	/ 10	CGEN.2 CGEN.3 CEP.6
3	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEI.3 CEI.7 CGEN.4 CEP.6 CEP.5 CGEN.2
4	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEI.3 CEI.7 CGEN.4 CEP.6 CGEN.2
4	Debate	Group presentation	Face-to-face	00:50	2.5%	/ 10	CGEN.3 CGEN.2
5	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEI.3 CEI.7 CEP.6 CEP.5 CGEN.2
5	Debate	Group presentation	Face-to-face	00:50	2.5%	/ 10	CGEN.3 CEP.5 CGEN.2
6	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEI.3 CGEN.3 CEP.5

6	Debate	Group presentation	Face-to-face	00:50	2.5%	/ 10	
7	Unit exposition	Individual presentation	Face-to-face	00:50	15%	/ 10	CEP.6 CEP.5 CGEN.2 CEI.3 CEI.7

### 6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Final Examen	Written test	Face-to-face	02:00	100%	/ 10	CEI.3 CEI.7 CGEN.3 CGEN.4 CGEN.7 CEP.6 CEI.1 CEP.5 CGEN.2

### 6.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.

## 6.2. Assessment criteria

Exposition and report weighted are 90% of the note. The student must demonstrate a broad understanding of the subject exposed and have a judgment on the issues raised formed before. Furthermore, assessing the quality of expository material, communication skills and the pursuit of illustrative cases. In addition to this the student shall submit a report of the work performed.

After each presentation will consider a debate in which all students should be involved. In each intervention should prove sufficient knowledge of the subject matter. The various interventions that are conducted throughout. The course weighted one quarter of the note.

## 7. Teaching resources

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### 7.1. Teaching resources for the subject

Name	Type	Notes
Arjonilla, S.J. y Medina, J.A. (2009): La Gestión de los Sistemas de Información en la Empresa. Ed. Pirámide, Madrid	Bibliography	Libro
De Pablos, C. et al. (2006): Dirección y Gestión de los Sistemas de Información en la Empresa. Ed. ESIC, Madrid	Bibliography	Libro
Edwards, C. et al. (1998): Fundamentos de Sistemas de Información en la Empres., Ed. Prentice- Hall, Madrid	Bibliography	Libro

Galliers, R.D y Leidner, D.E. (2009): Strategic Information Management, Challenges and Strategies in Managing Information Systems. Ed. Routledge, New York	Bibliography	Libro
Bernd W. Wirtz, Oliver Schilke and Sebastian Ullrich (2010): Strategic Development of Business Models: Implications of the Web 2.0 for Creating Value on the Internet.	Bibliography	Artículo disponible en MOODLE
Andriole S.J. (2010): Business Impact of Web 2.0 technologies.	Bibliography	Artículo disponible en MOODLE
Berthon, P.R., et al.(2012): Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy.	Bibliography	Artículo disponible en MOODLE
Zhang, M., et al. (2011): Business engagement on Twitter: a path analysis.	Bibliography	Artículo disponible en MOODLE
Prahalad, C.K. and Ramaswamy, V (2004): Co-creation experiences: the next practice in value creation.	Bibliography	Artículo disponible en MOODLE
Kaplan, A. (2012): If you love something, let it go mobile: Mobile marketing and mobile social media 4x4.	Bibliography	Artículo disponible en MOODLE
Romero, E. and Alcaraz, F. (2011): New perspectives for research in Internet: Web 2.0 and Enterprise 2.0.	Bibliography	artículo disponible en MOODLE
Laudon, K. C., Laudon, J. P., Brabston, M. E., Chaney, M., Hawkins, L., & Gaskin, S. (2012). Management Information Systems: Managing the Digital Firm, Seventh Canadian Edition (7th. Pearson)	Bibliography	Libro