



INTERNATIONAL
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PR/CL/001



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

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

593000404 - Ict management in the organizations

DEGREE PROGRAMME

59AF - Master Univ. Ing. Sistemas Y Servicios Para La Sociedad De La Informacion

ACADEMIC YEAR & SEMESTER

2018/19 - Semester 1

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1. Description

1.1. Subject details

Name of the subject	593000404 - Ict management in the organizations
No of credits	2 ECTS
Type	Compulsory
Academic year of the programme	First year
Semester of tuition	Semester 1
Tuition period	September-January
Tuition languages	English
Degree programme	59AF - Master univ. ing. sistemas y servicios para la sociedad de la informacion
Centre	59 - Escuela Tecnica Superior de Ingeniería y Sistemas de Telecomunicación
Academic year	2018-19

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Margarita Martínez Nuñez	4310	margarita.martinez@upm.es	Sin horario.
Waldo Saul Perez Aguiar (Subject coordinator)	4307	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 *

3.1. Skills to be learned

CB.07 - To be capable of applying the students' acquired knowledge, as well as their problem solving abilities, to new or not well-known environments in broader (or multidisciplinary) contexts that are in the framework of their expertise area.

CB.10 - To have the learning abilities to continue studying in a mostly self-guided or autonomous manner.

CE.03 - To be capable of identifying the enterprise resource planning systems and the customer relationship management systems.

CE.06 - To know adequately the concept of a RDI company, as well as the organization and management, in the scientific and technological area.

CE.07 - To be capable of proposing, organizing and executing research works in the framework of the Information Society engineering.

CGEN.01 - To be capable of working in group, as well as leading, organizing and supervising multidisciplinary teams in international environments.

CGEN.02 - To be capable of carrying out the general and technical management, as well as the management of research, development and innovation projects, in companies and technological centers.

CGEN.03 - To be capable of elaborating, planning strategically, leading, coordinating and managing, both technically and economically, projects in the framework of the Information Society engineering, according to ethical, quality and environmental criteria.

CGEN.05 - To be capable of applying the principles of economy and management of human resources and projects, as well as the legislation, regulation and normalization in the framework of the Information Society engineering.

3.2. Learning outcomes

RA76 - Identify the Impact of the Web 2.0 Technologies for corporate productivity an management

RA79 - Analyze foundations of co-creation on internet business

RA82 - Recognize component of Mobile Marketing and Mobile Social Media Strategy

RA83 - Recognize the impact of ICT in the competitive factors

RA84 - Describe the phenomenon "Enterprise 2.0"

RA81 - Identify the impact of ICT in the value chain of the organization system

RA77 - Analyze the activities of the human resource management in SI

RA78 - Identify the personal working profiles in Information Systems

RA80 - Identify the Implications for Social Media marketing strategy

* 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

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	Unit contents Duration: 01:00 Debate Duration: 01:00			
2	Unit exposition Duration: 01:00 Debate Duration: 01:00			Unit exposition Continuous assessment Duration: 00:50 Debate Continuous assessment Duration: 00:50
3	Unit contents Duration: 01:00 Unit exposition Duration: 01:00			Unit exposition Continuous assessment Duration: 00:50
4	Unit exposition Duration: 01:00 Debate Duration: 01:00			Unit exposition Continuous assessment Duration: 00:50 Debate Continuous assessment Duration: 00:50
5	Unit exposition Duration: 01:00 Debate Duration: 01:00			Unit exposition Continuous assessment Duration: 00:50 Debate Continuous assessment Duration: 00:50
6	Unit exposition Duration: 01:00 Debate Duration: 01:00			Debate Continuous assessment Duration: 00:50 Unit exposition Continuous assessment Duration: 00:50

7	Unit contents Duration: 01:00 Unit exposition Duration: 01:00			Unit exposition Continuous assessment Duration: 00:50
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				Final Examen 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		Face-to-face	00:50	15%	/ 10	CGEN.05 CB.07 CGEN.02 CGEN.03 CE.03
2	Debate		Face-to-face	00:50	2.5%	/ 10	CB.07 CB.10 CGEN.01 CE.03 CE.06
3	Unit exposition		Face-to-face	00:50	15%	/ 10	CGEN.05 CGEN.02 CGEN.03 CE.07 CE.03
4	Unit exposition		Face-to-face	00:50	15%	/ 10	CGEN.05 CGEN.02 CGEN.03
4	Debate		Face-to-face	00:50	2.5%	/ 10	CB.07 CB.10 CE.07 CGEN.01 CE.03
5	Unit exposition		Face-to-face	00:50	15%	/ 10	CGEN.05 CGEN.02 CGEN.03 CE.03
5	Debate		Face-to-face	00:50	2.5%	/ 10	CB.07 CB.10 CGEN.01 CE.03
6	Unit exposition		Face-to-face	00:50	15%	/ 10	CGEN.05 CGEN.02 CGEN.03 CE.06

6	Debate		Face-to-face	00:50	2.5%	/ 10	CE.07 CGEN.01 CE.06 CB.07 CB.10
7	Unit exposition		Face-to-face	00:50	15%	/ 10	CE.07 CE.06 CGEN.02 CGEN.03

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Final Examen		Face-to-face	02:00	100%	/ 10	CGEN.05 CB.07 CB.10 CGEN.02 CGEN.03 CE.07 CGEN.01 CE.03 CE.06

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

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