**COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001**

INTERNATIONAL
CAMPUS OF
EXCELLENCE

POLITÉCNICA

ETSIT UPM   E.T.S. de Ingenieros de
Telecomunicacion

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

93000852 - Digital Business

DEGREE PROGRAMME

09AQ - Master Universitario en Ingenieria de Telecomunicacion

ACADEMIC YEAR & SEMESTER

2019/20 - Semester 2

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Learning guide

1. Description

1.1. Subject details

Name of the subject	93000852 - Digital Business
No of credits	3 ECTS
Type	Optional
Academic year ot the programme	Second year
Semester of tuition	Semester 4
Tuition period	February-June
Tuition languages	English
Degree programme	09AQ - Master Universitario en Ingenieria de Telecomunicacion
Centre	09 - Escuela Tecnica Superior de Ingenieros de Telecomunicacion
Academic year	2019-20

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Angel Hernandez Garcia (Subject coordinator)	A-127	angel.hernandez@upm.es	Sin horario. Appointment by e-mail.

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

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3. Prior knowledge recommended to take the subject

3.1. Recommended (passed) subjects

The subject - recommended (passed), are not defined.

3.2. Other recommended learning outcomes

- Foundations of marketing

- Foundations of business management

4. Skills and learning outcomes *

4.1. Skills to be learned

CG2 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

CT6 - Capacidad para emitir juicios sobre implicaciones económicas, administrativas, sociales, éticas y medioambientales ligadas a la aplicación de sus conocimientos.

4.2. Learning outcomes

RA190 - Conocer y entender los procesos de marketing de una empresa en un entorno digital.

RA191 - Conocer y aplicar los sistemas y tecnología de las información que dan soporte a los procesos comerciales de una empresa.

RA192 - Conocer los procesos de inteligencia de negocio que se realizan en una empresa, así como las herramientas que les dan soporte.

* 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.

5. Brief description of the subject and syllabus

5.1. Brief description of the subject

The main objective of the course is to understand how Information Systems and Technologies support digital business strategies and processes.

This course focuses on the application of IT systems and technologies to business processes in digital markets. The course gives and overview of the foundational concepts and main tools used in digital marketing, customer relationship management and business intelligence.

This course complements the strategic concepts learnt in "Dirección y Administración de Empresas" (1st semester) and the fundamentals of Enterprise Information Systems learnt in "Sistemas y Tecnologías de la Información I" (1st semester).

5.2. Syllabus

1. Digital Marketing

    1.1. Digital Presence

    1.2. Traffic Attraction. SEM/SEO

    1.3. Online Marketing Strategies

2. Customer Relationship Management (CRM)

    2.1. Strategic View

    2.2. Technological View

    2.3. CRM Tools

    2.4. Project: CRM implementation

    2.5. CRM for business processes

3. Business Intelligence (BI)

    3.1. Strategic and technological views of BI

    3.2. Business Analytics

    3.3. BI for business processes

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6. Schedule

6.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Other face-to-face activities	Assessment activities
1	**Course Presentation / 1. Digital Marketing** Duration: 02:00 Lecture			
2	**1. Digital Marketing** Duration: 02:00 Lecture			
3	**1. Digital Marketing** Duration: 02:00 Additional activities			
4		**1. Digital Marketing** Duration: 02:00 Laboratory assignments		**Case Report** Individual work Continuous assessment Duration: 00:10
5	**1. Digital Marketing** Duration: 02:00 Additional activities			
6	**1. Digital Marketing** Duration: 02:00 Additional activities			
7	**1. Digital Marketing** Duration: 01:30 Additional activities			**Case Report** Group work Continuous assessment Duration: 00:15 **Test: Digital Marketing** Online test Continuous assessment Duration: 00:15
8	**2. Customer Relationship Management (CRM)** Duration: 02:00 Lecture			
9		**2. Customer Relationship Management (CRM)** Duration: 02:00 Laboratory assignments		
10		**2. Customer Relationship Management (CRM)** Duration: 02:00 Laboratory assignments		

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11		**2. Customer Relationship Management (CRM)** Duration: 02:00 Laboratory assignments		**Case Report** Group work Continuous assessment Duration: 00:10
12	**3. Business Intelligence (BI)** Duration: 02:00 Lecture			
13		**3. Business Intelligence (BI)** Duration: 02:00 Laboratory assignments		**Case Report** Group work Continuous assessment Duration: 00:10
14	**1. Digital Marketing** Duration: 00:10 Cooperative activities			**Final case. Report and presentation** Group presentation Continuous assessment Duration: 02:00 **Case reports and deliverables** Other assessment Final examination Duration: 00:00 **Attendance and participation** Other assessment Continuous assessment Duration: 00:00
15				
16				
17				**Final Exam** Written test Final examination Duration: 03:00

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 theorical planning of the subject plan and might go to through experience some unexpected changes along throughout the academic year.

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7. Activities and assessment criteria

7.1. Assessment activities

7.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
4	Case Report	Individual work	Face-to-face	00:10	10%	0 / 10	CT6 CG2
7	Case Report	Group work	Face-to-face	00:15	10%	0 / 10	CT6 CG2
7	Test: Digital Marketing	Online test	Face-to-face	00:15	15%	0 / 10	CG2
11	Case Report	Group work	Face-to-face	00:10	10%	0 / 10	CG2 CT6
13	Case Report	Group work	Face-to-face	00:10	10%	0 / 10	CG2 CT6
14	Final case. Report and presentation	Group presentation	Face-to-face	02:00	35%	0 / 10	CG2 CT6
14	Attendance and participation	Other assessment	Face-to-face	00:00	10%	0 / 10	CG2 CT6

7.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
14	Case reports and deliverables	Other assessment	No Presential	00:00	0%	5 / 10	CT6 CG2
17	Final Exam	Written test	Face-to-face	03:00	100%	5 / 10	CG2 CT6

7.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Case reports and deliverables	Other assessment	Face-to-face	00:00	0%	5 / 10	CG2 CT6
Final Exam	Written test	Face-to-face	03:00	100%	5 / 10	CG2 CT6

7.2. Assessment criteria

Due to the course methodology, **students will be graded through continuous assessment by default. Students who will not be able to attend the lessons are strongly advised against enrolling in this course.** Nonetheless, students who wish to renounce continuous assessment and opt for final exam assessment (comprising one or more course assignments or deliverables) must inform the course coordinator in writing, using the corresponding link in the course page in Moodle-UPM, before the end of the third week of the course. Additionally, at the same time, students who opt-out of continuous assessment must contact the course coordinator to be informed about the content and schedule of the alternative assignments.

Continuous assessment includes the following assignments and final grade weights:

- Case Reports: 40% (10% each case report).
- Test: 15%
- Final Case. Report and Presentation: 35%
- Attendance and participation: 10%

The evaluation will assess the competence level achieved by students. Therefore, students renouncing to continuous assessment and opting for final exam will be subject to all the assessment techniques used in continuous assessment (EX, ET, TG, etc.). The final exam will take place in the time and place approved by "Junta de Escuela" for the current academic semester and year. Evaluation assignments assessing learning outcomes that may not be assessed through a single exam can be completed and delivered during the semester following the instructions given by the course coordinator.

If a student opts for final exam assessment, the process will be as follows:

- The student must comply with the schedule of deliverables appointed by the course coordinator, and obtain a grade equal to or higher than 5.0 points. If any of the deliverables receives grades lower than 5.0 points, the final grade will be the average of those deliverables.
- If all the deliverables receive a grade equal to or higher than 5.0 points, the final exam will include questions about both theoretical and practical concepts seen in the course and developed in the deliverables. The final grade will then be calculated only upon the final exam score.

Assesment of the extraordinary final exam will follow the final exam assessment option only. In this case, the student must contact the course coordinator at least two weeks before the official examination date approved by "Junta de Escuela" because the deliverables must be sent at least one week before the examination date.

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8. Teaching resources

8.1. Teaching resources for the subject

Name	Type	Notes
http://moodle.upm.es/titulaciones/oficiales	Web resource	Course materials developed by the course instructors: presentations, documents, cases, etc.
Kotler, P., Kartajaya, H., & Setiawan, I. Marketing 4.0: Moving from Traditional to Digital. John Wiley & Sons. 2017.	Bibliography	Complementary bibliography
Norton, D., & Kaplan, R. El Cuadro de Mando Integral. The Balanced Scorecard. 2014.	Bibliography	Complementary bibliography
Sherman, R.: Business intelligence guidebook : from data integration to analytics. Morgan Kaufmann Publ., 2015	Bibliography	Complementary bibliography
Greenberg, P.: CRM at the Speed of Light, Fourth Edition: CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers. McGraw-Hill. 2010	Bibliography	Complementary bibliography
Stricchiola, J., Spencer, S., & Enge, E.: The Art of SEO: Mastering Search Engine Optimization (3rd Edition). O'Reilly Media, 2015.	Bibliography	Complementary bibliography
Deiss, R., & Henneberry, R. Digital Marketing For Dummies. John Wiley & Sons. 2017.	Bibliography	Complementary bibliography.