Course guide
270106 - EDO - Digital Strategy for Organisations

Last modified: 13/07/2023

Unit in charge: Barcelona School of Informatics
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INFORMATICS ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: ANTONIO CAÑABATE CARMONA

Others: Primer quadrimestre:
ANTONIO CAÑABATE CARMONA - 10

PRIOR SKILLS

None

REQUIREMENTS

- Corequisite NE
- Corequisite SIO

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.
CSI2.1. To demonstrate comprehension and apply the management principles and techniques about quality and technological innovation in the organizations.
CSI2.5. To demostrate knowledge and capacity to apply business information systems (ERP, CRM, SCM, etc.).
CSI2.6. To demonstrate knowledge and capacity to apply decision support and business intelligence systems.
CSI3.2. To develop the information system plan of an organization.
CSI3.4. To develop business solutions through the deployment and integration of hardware and software systems.

Generical:
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.

TEACHING METHODOLOGY

The students will read the suggested readings on the theoretical concepts of the content and sometimes extend it with a little research on the net and then presented in class. This group will work both in class and outside class practical cases of application for each functional area that students must analyze and propose a solution and build the software to be determined.

At the end of each activity associated with a functional area of the business groups of students present their solution to the class.

LEARNING OBJECTIVES OF THE SUBJECT

1.Study the concept of corporate strategy and the need to develop a digital strategy to support it.
2.Knowing the type of software applications that support sales and marketing functions and acquiring ability to apply them to solutions that support the strategy
3.Knowing the type of software applications that support financial administration functions and acquiring ability to apply them to solutions that support the strategy
4.Knowing the type of software applications that support logistics and distribution functions and acquiring ability to apply them to solutions that support the strategy
5.Knowing the type of software applications that support human resources functions and acquiring ability to apply them to solutions that support the strategy
6.Knowing the type of software applications that support manufacturing and operations functions and acquiring ability to apply them to solutions that support the strategy

STUDY LOAD

Type	Hours	Percentage
Guided activities	6,0	4.00
Self study	84,0	56.00
Hours medium group	15,0	10.00
Hours large group	15,0	10.00
Hours small group	30,0	20.00

Total learning time: 150 h

CONTENTS

The digital strategy in organizations. A comprehensive vision of IT to support business strategy

Description:
The concept of business strategy is presented as well as the most important points of its development. The incorporation of ICT in the value chain leads to define a digital strategy.

ICT in sales and marketing

Description:
Most usual sales and marketing processes will be review and the type of software applications that support them

ICT in financial administration

Description:
Most usual financial administration processes will be review and the type of software applications that support them

ICT in logistics and distribution

Description:
Most usual logistics and distribution processes will be review and the type of software applications that support them

ICT in the area of human resources

Description:
Most usual human resources processes will be review and the type of software applications that support them

ICT in manufacturing and □□operations

Description:
Most usual manufacturing and operations processes will be review and the type of software applications that support them

ACTIVITIES

The digital strategy in organizations

Description:
Reading theoretical material and the case proposed. Group discussion and completion of exercises and case

Specific objectives:
1

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 14h
Theory classes: 1h
Practical classes: 1h
Laboratory classes: 2h
Self study: 10h

ICT in sales and marketing

Description:
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software

Specific objectives:
2

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 28h
Theory classes: 3h
Practical classes: 3h
Laboratory classes: 6h
Self study: 16h

ICT in financial administration

Description:
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software

Specific objectives:
3

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 28h
Theory classes: 3h
Practical classes: 3h
Laboratory classes: 6h
Self study: 16h

ICT in logistics and distribution

Description:
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software

Specific objectives:
4

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 28h
Theory classes: 3h
Practical classes: 3h
Laboratory classes: 6h
Self study: 16h

ICT in the area of human resources

Description:
Reading material and the theoretical case proposed. Discussion and building a solution for the case with the proposed software

Specific objectives:
5

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 24h
Theory classes: 2h
Practical classes: 2h
Laboratory classes: 4h
Self study: 16h

ICT in manufacturing and ¿¿operations

Description:
Reading material and the theoretical case proposed. Discussion and building a solution for the case with the proposed software

Specific objectives:
6

Related competencies :
G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.
G4. EFFECTIVE ORAL AND WRITTEN communication: To communicate with other people knowledge, procedures, results and ideas orally and in a written way. To participate in discussions about topics related to the activity of a technical informatics engineer.
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 28h
Theory classes: 3h
Practical classes: 3h
Laboratory classes: 6h
Self study: 16h

GRADING SYSTEM

The elements of assessment are:
- P: grade for the topics prepared by the student and presented in class.
- T: average mark for the tests on all the topics presented in class.
- C: average mark for the 4 group exercises for the 4 proposed cases.

The final grade is calculated as follows:
NF = 0,1 * P + 0,1 * T + 0,8 * C

The assessment of generic competition for the course (G1.3) was calculated based of NF as follows:
> A in the case of NF >= 8.5
> B in the case of NF >= 6.5 > C in the case of NF >= 5 > D in the case of NF
The assessment of the generic competence of the subject (G4.3) will be based on one or more of the presentations of topics prepared by the student and presented in class. Note, using a rubric that will be provided in advance, take the values ¿¿A, B, C or D.

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