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

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Total learning time:</strong></td>
<td>150h</td>
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</tr>
<tr>
<td>Theory classes:</td>
<td>15h</td>
<td>10.00%</td>
</tr>
<tr>
<td>Practical classes:</td>
<td>15h</td>
<td>10.00%</td>
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<tr>
<td>Laboratory classes:</td>
<td>30h</td>
<td>20.00%</td>
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<tr>
<td>Guided activities:</td>
<td>6h</td>
<td>4.00%</td>
</tr>
<tr>
<td>Self study:</td>
<td>84h</td>
<td>56.00%</td>
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</table>
# The digital strategy in organizations. A comprehensive vision of IT to support business strategy

Degree competences to which the content contributes:

**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

Degree competences to which the content contributes:

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

## ICT in financial administration

Degree competences to which the content contributes:

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

## ICT in logistics and distribution

Degree competences to which the content contributes:

**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

Degree competences to which the content contributes:

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

## ICT in manufacturing and operations

Degree competences to which the content contributes:
Description:
Most usual manufacturing and operations processes will be review and the type of software applications that
support them
### Planning of activities

| The digital strategy in organizations | Hours: 10h  
Theory classes: 1h  
Practical classes: 1h  
Laboratory classes: 2h  
Guided activities: 0h  
Self study: 6h |
|---------------------------------------|--------------------------------------------------|
| **Description:**  
Reading theoretical material and the case proposed. Group discussion and completion of exercises and case |
| **Specific objectives:**  
1 |

| ICT in sales and marketing | Hours: 29h  
Theory classes: 3h  
Practical classes: 3h  
Laboratory classes: 6h  
Guided activities: 1h  
Self study: 16h |
|---------------------------|--------------------------------------------------|
| **Description:**  
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software |
| **Specific objectives:**  
2 |

| ICT in financial administration | Hours: 27h  
Theory classes: 3h  
Practical classes: 3h  
Laboratory classes: 6h  
Guided activities: 1h  
Self study: 14h |
|---------------------------------|--------------------------------------------------|
| **Description:**  
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software |
| **Specific objectives:**  
3 |

| ICT in logistics and distribution | Hours: 27h  
Theory classes: 3h  
Practical classes: 3h  
Laboratory classes: 6h  
Guided activities: 1h  
Self study: 14h |
|---------------------------------|--------------------------------------------------|
### Description:
Reading theoretical material and the case proposed. Discussion and building a solution for the case with the proposed software.

### Specific objectives:

<table>
<thead>
<tr>
<th>ICT in the area of human resources</th>
<th>Hours: 20h</th>
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<tbody>
<tr>
<td>Theory classes: 2h</td>
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<td>Guided activities: 0h</td>
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<td>Self study: 12h</td>
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<table>
<thead>
<tr>
<th>ICT in manufacturing and operations</th>
<th>Hours: 27h</th>
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<tbody>
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<td>Practical classes: 3h</td>
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<tr>
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<td></td>
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<tr>
<td>Guided activities: 1h</td>
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<tr>
<td>Self study: 14h</td>
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<table>
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<tr>
<th>written exam</th>
<th>Hours: 10h</th>
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</tr>
<tr>
<td>Laboratory classes: 0h</td>
<td></td>
</tr>
<tr>
<td>Guided activities: 2h</td>
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<tr>
<td>Self study: 8h</td>
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Qualification system

The elements of assessment are:
- NSeg: Mark by the solutions proposed in the group, carrying out the activities of self-learning and class participation.
- NExamen: Mark in the written test.

The Final Mark is calculated as:
NF = 80% * ns + 20% * NExamen

The assessment of generic competition for the course (G1.3) was calculated based on ns as follows:
> A nsec in the case of NSeg >= 8.5
> B in the case of NSeg >= 6.5 < 8.5
> C in the case of NSeg >= 5 < 6.5
> D in the case of NSeg < 5

The assessment of generic competition for the course (G4.3) will be based on one or more of the presentations to the class of solutions constructed by the proposed cases. Note, using a rubric that will be provided in advance, take the values A, B, C or D.

Bibliography

Basic:

Complementary: