

## COURSE GUIDE: 2018-19

### COURSE DETAILS

Name :	IT Governance		
Code :	70934219	Plan :	Máster in International Business Administration & Languages
Academic year :	2018-19	Level :	Master
Course :	1	Type :	Elective
Semester :			

### TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION

ECTS :	3	In-class hours:	22,5
		Not in-class hours:	52,5
Total time (in hours):			75

**USE OF VIRTUAL PLATFORM:** Support Teaching

### LECTURER DETAILS

Name	Irene Martínez Masegosa		
Department	Informática		
Building	Cite III		
Office	2.620		
Phone	950015679	E-mail	irene@ual.es
Personal webpage			

### LECTURER DETAILS

Name	Antonio Fernández Martínez		
Department	Informática		
Building	Cite III		
Office	2.050		
Phone	950015674	E-mail	afm@ual.es
Personal webpage			

### ACTIVITIES ORGANIZATION

*Planned activities for learning and workload distribution per activity (in hours)*

I. STUDENT'S ACTIVITIES (In-class / Online)	• Seminars	6,0
	• Teaching group	6,5
	• Work group / small group	10,0
<i>Total In-class/Online time :</i>		22,5

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

Firmado Por

Universidad De Almeria

Fecha

27/09/2018

ID. FIRMA

blade39adm.ual.es

2nxyyuk6J7ASfcpI02WcmA==

PÁGINA

1/8



2nxyyuk6J7ASfcpI02WcmA==

II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	•	52,5
	<i>Total not in-class time :</i>	52,5
TOTAL WORKING HOURS		75,0

<b>ELEMENTS OF INTEREST FOR COURSE LEARNING</b>	
Justification of contents	
<p>Most organizations use Information Technology as a fundamental business tool and few can function without it. IT is also a significant enabler in the future business plans of many organizations. Therefore it is very important that executive directors know IT tools, control IT function and govern the IT as a business enabler.</p> <p>Another interesting goal of this course is to discover new IT trends that can impact on the business.</p>	
Other courses related	
This subject is slightly related to E-commerce.	
Minimum knowledge required to deal with the Course	
Basic Information Technology concepts.	

<b>COMPETENCIES</b>	
General competencies	
<i>General objectives of the University of Almería</i>	
To apply Knowledge to solve problems	
<i>Other general objectives</i>	
Specific competencies developed	
<ul style="list-style-type: none"> <li>• CEM32: To understand the importance of Information Technology (IT) and Information Systems, such as (ERP, CRM, etc.)</li> <li>• CEM33: To understand the necessity of implementing new IT governance models in order to maximize returns that IT gives back to the business.</li> </ul>	

<b>LEARNING OBJECTIVES/OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To apply knowledge to new situations to solve problems related with technology and business fields in new environments.</li> <li>• To understand the importance of IT and IS (ERP, CRM, ...) to integrate ideas and suitable technologies into a business solution.</li> <li>• To understand how important the implementation of governance models is for making profit out of IT, and to learn to design decision-making processes in order to identify the best IT projects to meet the business goals.</li> </ul>	

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

Firmado Por	Universidad De Almería	Fecha	27/09/2018
ID. FIRMA	blade39adm.ual.es	PÁGINA	2/8
			
2nxyyuk6J7ASfcpI02WcmA==			

<b>CONTENTS</b>			
<b>Module</b>	<b>1. Information Technologies in a Business Context</b>		
<b>Content</b>	IT doesn't matter		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Work group	Practical case		1
Teaching group	Debate		1,5
<b>Description of autonomous workload</b>			
Students have to study and document different real cases of how digital technology is transforming how business is done			

<b>Module</b>	<b>2. Information Systems for Management</b>		
<b>Content</b>	Enterprise Resource Planning Systems: ERP		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		1,0
	Videos		0,5
Work Groups	Case Study		0,5
<b>Description of autonomous workload</b>			
Study of ERP software packages.			
<b>Content</b>	Customer Relationship Management Systems: CRM		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		1,0
	Videos		0,5
Work Groups	Case Study		0,5
<b>Description of autonomous workload</b>			
Study cases of CRMs.			

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

Firmado Por

Universidad De Almeria

Fecha

27/09/2018

ID. FIRMA

blade39adm.ual.es

2nxyyuk6J7ASfcpI02WcmA==

PÁGINA

3/8



2nxyyuk6J7ASfcpI02WcmA==

<b>Content</b>	Decision Support Systems: DSS		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		1,0
	Videos		0,5
Work Groups	Case Study		0,5
<b>Description of autonomous workload</b>			
Study of examples on how companies are using DSS			

<b>Module</b>	<b>3. Enterprise Technology Trends</b>		
<b>Content</b>	Social Media Strategies		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		1,0
Work Groups	Case Study		1
<b>Description of autonomous workload</b>			
Study of real cases of social channels management			
<b>Content</b>	Retail, Mobile and E-Commerce		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Conference		1,0
Work Groups	Case Study		1
<b>Description of autonomous workload</b>			
Case studies.			

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpl02WcmA==>

Firmado Por

Universidad De Almeria

Fecha

27/09/2018

ID. FIRMA

blade39adm.ual.es

2nxyyuk6J7ASfcpl02WcmA==

PÁGINA

4/8



2nxyyuk6J7ASfcpl02WcmA==

<b>Module</b>	<b>4. IT Governance: Frameworks and Standards</b>		
<b>Content</b>	Components of IT Governance		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		0,5
Work Groups	Work group presentations		0,5
	Search, consult and evaluate information		1,0
<b>Description of autonomous workload</b>			
Study of the key decision areas for the corporate governance of IT.			
<b>Content</b>	ISO/IEC 38500, an international standard for best practice IT governance		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Conference		1,0
	Seminar		1
<b>Description of autonomous workload</b>			
Study the application of the six principles in a real case.			
<b>Content</b>	IT portfolio		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminar		1
Work Groups	Work group presentations		0,5
Work Groups	Case Study		0,5
<b>Description of autonomous workload</b>			
Create an IT portfolio for a business..			

<b>Module</b>	<b>5. IT Security Management: Frameworks and Standards</b>
---------------	--

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

Firmado Por

Universidad De Almeria

Fecha

27/09/2018

ID. FIRMA

blade39adm.ual.es

2nxyyuk6J7ASfcpI02WcmA==

PÁGINA

5/8



2nxyyuk6J7ASfcpI02WcmA==

<b>Content</b>	IT security. Key concepts		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Seminars		1,0
Work Groups	Case Study		0,5
<b>Description of autonomous workload</b>			
Study of real cases.			
<b>Content</b>	ISO 27000 for information security		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Conference		1,0
	Seminar		0,5
Work Groups	Project Based Learning		1,0
<b>Description of autonomous workload</b>			
Study of real cases.			

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

<b>Firmado Por</b>	<b>Universidad De Almeria</b>	<b>Fecha</b>	<b>27/09/2018</b>
<b>ID. FIRMA</b>	blade39adm.ual.es	<b>PÁGINA</b>	<b>6/8</b>
			
2nxyyuk6J7ASfcpI02WcmA==			

## EVALUATION SYSTEM

### Assessment criteria

The student should attend to a minimum of 80% of the classes. If one student fails to attend to this minimum, the student should automatically follow the option B.

Option A. The evaluation of the students under option A will be as follows:

- 30% of the final mark will be based on a written exam (short open questions) to test the contents in modules 2 and 3.
- The remaining 70% of the final mark will depend on the evaluation tools used by the instructor during the classes in which students have to work in groups: 10% active participation, and 60% from the PBL assignments of the workgroup (group portfolio, reports, presentations, etc) to test the contents in modules 1, 4 and 5.
- Option B. This option consists in a final exam including short open questions and exercises, This option is suitable for students that failed to attend to the minimum of classes or that failed to finish the activities. Students may obtain a top mark of 70 out of 100 if they follow this option.

### Marking system

	<i>Activity</i>	<i>(Number of hours)</i>	<i>Percentage</i>
I. STUDENT 'S ACTIVITIES (In- class/Online)	• Seminars	6	15%
	• Teaching group	6,5	20%
	• Work group/ small group	10	50%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Individual work	52,5	15%

### Assessment instruments

- Group and individual self-assessment with rubrics
- Group portfolio and reports
- Final concept tests
- Interviews

### Monitoring mechanisms

- Class Attendance
- Portfolio
- Hand in class assignments

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

Firmado Por

Universidad De Almeria

Fecha

27/09/2018

ID. FIRMA

blade39adm.ual.es

2nxyyuk6J7ASfcpI02WcmA==

PÁGINA

7/8



2nxyyuk6J7ASfcpI02WcmA==

## BIBLIOGRAPHY

### Recommended bibliography

#### Basic:

- Management Information Systems: Managing the Digital Firm. (Kenneth Laudon and Jane Laudon).
- IT governance: implementing frameworks and standards for the corporate governance of IT (Alan Calder , Steve Moir.)
- Modern ERP: Select, Implement, and Use Today's Advanced Business Systems (Marianne Bradford)
- Waltzing with the Elephant: A comprehensive guide to directing and controlling information technology (Mark Toomey)

#### Complementary:

- Information Technology for Management: Advancing Sustainable, Profitable Business Growth (E. Turban, L. Volonino, G. Wood)

### Bibliography existing in the library of the University of Almeria

<http://almirez.ual.es/search/e?SEARCH=GOBIERNO>

## WEB ADRESSES

Puede verificar la autenticidad, validez e integridad de este documento en la dirección:  
<https://verificarfirma.ual.es/verificarfirma/code/2nxyyuk6J7ASfcpI02WcmA==>

<b>Firmado Por</b>	<b>Universidad De Almeria</b>	<b>Fecha</b>	<b>27/09/2018</b>
<b>ID. FIRMA</b>	<b>blade39adm.ual.es</b>	<b>PÁGINA</b>	<b>8/8</b>
			
2nxyyuk6J7ASfcpI02WcmA==			