

## COURSE GUIDE: 2016-17

### COURSE DETAILS

|                 |               |         |   |
|-----------------|---------------|---------|---|
| Name :          | IT Governance |         |   |
| Code :          | 70934219      | Plan :  | Máster in International Business Administration & Languages |
| Academic year : | 2016-17       | 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

|                  |                         |        |              |
|------------------|-------------------------|--------|--------------|
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| Personal webpage |                         |        |              |

### LECTURER DETAILS

|                  |                            |        |            |
|------------------|----------------------------|--------|------------|
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| Personal webpage |                            |        |            |

### ACTIVITIES ORGANIZATION

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

|   |                            |      |
|---|----------------------------|------|
| I. STUDENT'S ACTIVITIES (In-class / Online) | • Seminars                 | 2,0  |
|   | • Teaching group           | 12,5 |
|   | • Work group / small group | 8,0  |
| <i>Total In-class/Online time :</i>         |                            | 22,5 |

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

### ELEMENTS OF INTEREST FOR COURSE LEARNING

#### Justification of contents

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.

Another interesting goal of this course is to discover new IT trends that can impact on the business.

#### Other courses related

This subject is slightly related to E-commerce.

#### Minimum knowledge required to deal with the Course

Basic Information Technology concepts.

### COMPETENCIES

#### General competencies

*General objectives of the University of Almería*

To apply Knowledge to solve problems

#### *Other general objectives*

#### Specific competencies developed

- CEM32: To understand the importance of Information Technology (IT) and Information Systems, such as (ERP, CRM, etc.)
- CEM33: To understand the necessity of implementing new IT govern models in order to maximize returns that IT gives back to the business.

### LEARNING OBJECTIVES/OUTCOMES

- To apply knowledge to new situations to solve problems related with technology and business fields in new environments.
- To understand the importance of IT and IS (ERP, CRM,...) to integrate ideas and suitable technologies into a business solution.
- 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.

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| <b>CONTENTS</b>   |  |                     |                               |
|---|--|---------------------|-------------------------------|
| <b>Module</b>   | Information Technologies in a business context |                     |                               |
| <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                                 |                     | 0,5                           |
| 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>   | Information Systems for Management             |                     |                               |
| <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 of CRM software packages.   |  |                     |                               |

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| <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 of how companies are using DSS |   |                     |                               |

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

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|   |  |                     |                               |
|---|--|---------------------|-------------------------------|
| <b>Module</b>   | IT Governance: Frameworks and Standards                                  |                     |                               |
| <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  |                     | 0,5                           |
| Work Groups   | Work group presentations   |                     | 0,5                           |
| Work Groups   | Project Based Learning   |                     | 1,0                           |
| <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> |
| Work Groups   | Project Based Learning   |                     | 1,0                           |
| Teaching group  | Seminar  |                     | 0,5                           |
| 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 real business..                        |  |                     |                               |

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|   |   |                     |                               |
|---|---|---------------------|-------------------------------|
| <b>Module</b>   | Enterprise Technology Trends              |                     |                               |
| <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                                |                     | 0,5                           |
| <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                                |                     | 0,5                           |
| <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> |
| Work Groups   | Project Based Learning                    |                     | 1,0                           |
| Teaching group  | Seminar                                   |                     | 0,5                           |
| Work Groups   | Work group presentations                  |                     | 0,5                           |
| Work Groups   | Case Study                                |                     | 0,5                           |
| <b>Description of autonomous workload</b>                   |   |                     |                               |
| Study of real cases   |   |                     |                               |

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## 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: 35% of the final mark will be based in a final exam (the instructor will decide the type of exam: multiple choice questions, open questions...). The remaining 65% of the final mark will depend on the evaluation tools used by the instructor during the classes (active participation, case studies, presentations....).
- Option B. This option consists in a final exam including multiple choice questions, open questions, exercises and/or a written case study. 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<br>ACTIVITIES (In-<br>class/Online)              | • Seminars                | 2                        | 0%                |
|  | • Teaching group          | 12,5                     | 0%                |
|  | • Work group/ small group | 8                        | 80%               |
| II. STUDENT'S<br>AUTONOMOUS<br>ACTIVITIES<br>(Autonomous work) | • Individual work         | 52,5                     | 20%               |

### 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

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## BIBLIOGRAPHY

### Recommended bibliography

#### Basic:

- 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>

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