Universidad Zaragoza

Academic Year/course: 2022/23

27343 - E-business

Syllabus Information

Academic Year: 2022/23

Subject: 27343 - E-business

Faculty / School: 109 - Facultad de Economía y Empresa
228 - Facultad de Empresa y Gestión Pública

Degree: 448 - Degree in Business Administration and Management
458 - Degree in Business Administration and Management

ECTS: 3.0

Year: 4

Semester: 454 - First semester
448 - First semester
458 - Second semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and tutorials.

4.2. Learning tasks

This course is organized as follows:

- **Lectures** (12,5 hours). In the explanations of concepts and new material. The teacher will combine these lectures with the incorporation of active methodologies that will favor the participation and involvement of the student in the development of the class.
- **Practice sessions** (12,5 hours). In the practical work with computers, the teacher will propose exercises on the different applications that the student must learn to manage.
- **Autonomous work and study** (45 hours). Tutorials, seminars and the autonomous work of the student outside the class.
- **Assessment tasks** (5 hours).

The teaching delivery methodology is planned to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught semi-face-to-face or online

4.3. Syllabus

This course will address the following topics:

Topic 1. ICTs and their involvement in the business environment.

ICT in today's company.

ICT Government. Safety, Quality and Computer Audit. Threats and risks of the Company's Information System. Responsible use of ICT.

Legal compliance and right to privacy

Topic 2. Word Processing

Advanced use of word processor: Styles, automatic indexes, document formatting, illustrations, multiple headings, footnotes, personalized letters, bibliography management, use of sections, fillable fields...

Creation of PDF documents.

Topic 3. Treatment of numerical information

Professional use of spreadsheet in business management.

Absolute and relative references, conditional functions, search functions, date management, pivot tables, advanced charts, maps, data analysis, macros

Topic 4. Media tools

Digital Presentations. Design of publications. Image editing tools.

Topic 5. Tools for collaborative work

Management of shared documents.

Design and creation of forms. Management of responses.

Topic 6. Publication of content on the web.

Design and creation of websites.

Evaluation of a website. Quality of a website.Evaluation criteria.

Topic 7. Other office tools

Databases

Project management

Other complementary tools.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (https://moddle2.unizar.es); Academic calendar website (https://academico.unizar.es/calendario-academico/calendario); or the website of your corresponding faculty (Zaragoza: https://econz.unizar.es/, Huesca: http://fegp.unizar.es/, Teruel: http://fcsh.unizar.es/).