

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Analytics		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	Corporate Intelligence II		
Type:	Compulsory	ECTS credits:	3
Year:	4	Code:	5342
Teaching period:	Eighth semester		
Area:	Business Intelligence		
Module:	Disciplinary Training		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	75		

Teaching staff	E-mail
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SUBJECT DESCRIPTION

This course focuses on applying the knowledge of a data-savvy student to genuine business environments and understanding the application of data-driven ideas in different sectors and businesses. We will cross two main points of view: the data process and the sector or type of businesses. We will cover numerous examples and cases in different sectors, analyzing various aspects of the data process, including its operational deployment, compliance, and ethical constraints. The aim is to build a data-driven business model.

GOAL

The primary goal is to comprehend how data can generate fresh value in various industries and ultimately incorporate the data process into the business model.

The specific aims of the subject are:

Overview of data models to add value to business situations

PRIOR KNOWLEDGE

A data-savvy student is assumed, to have covered some subjects in business analytics

COURSE SYLLABUS

- 1.- Crossing business sectors and data processes
- 2.- Data-driven Business model integration
- 3.- Data compliance
- 4.- Open data in different sectors vs proprietary data
- 5.- Pricing data projects: how to generate value
- 6.- Sectors Overview; specific sectors and data processes situations: data-driven business cases

EDUCATION ACTIVITIES

PRESENTIAL ACTIVITIES

Expository Classes
Resolution of Exercises
Teamwork Personalized tutoring
Group tutoring
Intermediate tests of evaluation and
Final Exam

NON-PRESENTIAL ACTIVITIES

Theoretical study
Practical study
Teamwork Virtual work in network

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for leadership and teamwork in the information society.

Specific skills

Know and understand the basic principles of business analytics and its essential concepts and tools, geared towards identifying and assessing opportunities in all the functional areas of the business: general and strategic management, human resources, finance, marketing, production and operations.

Know how to identify and resolve real business problems through advanced data analysis and the selection of the correct techniques for decision-making.

Know and understand the most important concepts related to Business Intelligence and its most characteristic elements.

LEARNING RESULTS

Conoce las fuentes de datos internas y externas que tiene que incorporar en un proceso analítico para la resolución de un problema

Analiza los datos para proporcionar información de valor en la toma de decisiones empresariales

Identifica los datos necesarios para la realización de un proyecto estratégico empresarial

Elabora un proyecto de inteligencia empresarial para cualquier sector económico

LEARNING APPRAISAL SYSTEM

The modality of continuous evaluation will be applied that will be effective through the monitoring of the results of each student in the different activities proposed during the development of the subject. The evaluation system includes the following sections:

ORDINARY CALL

1. Continuous Evaluation (70%) applying Flipped Classroom and project-based learning. Active attendance and participation in face-to-face activities in the classroom and virtually through Canvas (Virtual Classroom): 10%. Group work: 20%. Practical tests: 40%

2. Final Exam (30%): It will consist of the realization of a test with theoretical and practical content. Written or oral test, developmental, short answer or test type: 30%, All the works / practical cases that are proposed, will be delivered to the teacher in electronic format on the established dates and will be resolved through face-to-face tutorials or through a virtual classroom. For the application of all the percentages with which the subject is graded globally, it is mandatory that the student obtains a grade higher than 4 in the exam, deliver the proposed works and / or practices and active participation in the classroom. Attendance at theoretical and practical classes is mandatory. Not applicable to students in second and following enrollments or in special situations.

EXTRAORDINARY AND SUBSEQUENT CALL

Students who attend extraordinary calls must present the works / practices that for this purpose are proposed by the teacher with a value of 70% on the total evaluation of the subject. In any case, the exam will be in writing on the theoretical and practical subject taught with a value of 30% on the total evaluation of the subject, being a mandatory requirement to obtain a grade higher than 4 in the exam, as well as the delivery of the proposed works and / or practices, as well as active participation in the classroom for the application of all the percentages with which the subject is graded globally.

EVALUATION SYSTEM FOR SECOND OR NEXT STUDENTS AND SPECIAL SITUATIONS. ORDINARY AND EXTRAORDINARY. Those students who are in SECOND OR NEXT ENROLLMENT, or for a justified circumstance and / or have been recognized ACADEMIC DISPENSATION and / or are studying ERASMUS and cannot regularly monitor the subject, the evaluation system provided will be:

1. Continuous Evaluation (60%) applying Flipped Classroom and project-based learning. Group work: 20% Practical tests: 40%

2. Final Exam (40%): It will consist of the realization of a test with theoretical and practical content. Written or oral, developmental, short answer or test type: 40% All the works / practical cases that are proposed, will be delivered to the teacher in electronic format on the established dates and will be resolved through face-to-face tutorials or through a virtual classroom

IMPORTANT NOTE:

Plagiarism behaviors, as well as the use of illegitimate means in the evaluation tests, will be sanctioned in accordance with the provisions of the Evaluation Regulations and the University's Coexistence Regulations.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Jay Liebowitz Strategic Intelligence