



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Basic Digital Competences (120015)

PROGRAM:

**Business Administration, Service Institutions Administration,
International Business Administration, Marketing &
International Logistics Administration, Economics &
International Finances, and Gastronomy**

Level of Study

Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-1
VALID FOR	A year
ACADEMIC AREA	ICTs
CYCLE	Basic
SEMESTER	First, Business Administration, and Gastronomy; Second, Service Institutions Administration, and Marketing & International Logistics Administration; Fourth, Economics & International Finances, and International Business Administration,
SUBJECT TYPE	Mandatory
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	3
PRE-REQUISITES	None
LANGUAGE	Spanish
PROFESSOR'S NAME	Miguel Angel Cárdenas Toro
COURSE DETAILS	
COMPETENCES DEVELOPED	<p>The students: Define information problems, manage their search, access, evaluate and apply new information through the use of Information and Communication Technologies.</p> <p>Include different media, languages and communicative interactions that take place in digital environments.</p> <p>Meet the use of technological tools, and develop the ability to adapt to changes that occur in them, which are becoming more frequent.</p> <p>Understand that social action is closely linked with analog and digital environments in which they must behave under ethical, legal and cultural criteria, as a digital citizen.</p>
COURSE CONTENTS	<ol style="list-style-type: none">1. Types of business2. Smart cities3. Data search4. Mind maps5. Databases6. Data synthesis7. Copyright8. Planning, design and development of a project
METHODOLOGY	Project-based learning
ASSESSMENT	During the course of the semester, students show progress on the project developed in three terms; the first two with a percentage of 30% and the last one, 40%.
LINKS:	
WEEKLY PLAN	Provided by request

DETAILED CONTENT

Provided by request