SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Research and ICT Beyond Google (2278ITG/3956EITG)
PROGRAM:
Bachelor of International Marketing & Logistics Administration (BIMLA)
LEVEL OF STUDY: **Undergraduate Programme**

GENERAL ACADEMIC INFORMATION		
LATEST UPDATE	2020-2	
ACADEMIC DEPARTMENT	Digital Skills	
SUBJECT TYPE	Mandatory	
LANGUAGE	Spanish	
SEMESTER	Programme	Semester
	BIMLA	7
NUMBER OF ACADEMIC CREDITS	3	

HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96

LEARNING PREREQUISITES	• N/A

INTERNATIONAL COMPONENT	• Research and/or projects with international and intercultural components. • International guests

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education SDG: 9. Industry, Innovation

COURSE DETAILS

COURSE DESCRIPTION	The development of skills and competences in research of college students is every day more necessary, independently of the area or discipline in which the professional works (Zetina, 2017; Huet, Van der Sluis, & May, 2016). This creates a challenge and a continuous dare for education, either virtual or face-to-face; in which student comprehension of the process of research must be guaranteed in a successful way according to Mkrttchian & Belyanina, (2018). The previously mentioned assumes that different players must propose a series of changes in the methods which are used traditionally to transfer research related knowledge and propose new alternatives which guarantee the development of skills. In this regard, the elective is given as a formation space which pretends to strengthen the digital skills, specifically the informational dimension in a different approach, with a practical orientation, which provides the student basic knowledge to develop a proposal of preliminary research and the construction of a peer edited article, derived from a systematic revision process of literature. On an additional note, the communicative dimension in which it is necessary to collaboratively build through digital tools considering the rules of spelling and drafting, and finally the technological dimension, which integrates technologies that simplify the research process with the end goal of accomplishing a practical appropriation and the development of skills in each of these tools.
KEY WORDS:	Interdisciplinary Research, Informational alphabetization

	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
COMPET ENCES DEVELO PED	ILO 01 ILO 02 BIMLA ILO08	**Identify** the academic information to solve a proposed information need from a research project.	Skill	-Key Concepts to consider when researching -Projects Based Learning -Evaluation of trustworthy sources of information -Contextualization of a research project -Ideation techniques -Structure of a digital portfolio -Viability of a research project -Information search (Boolean operators, search equations)	Projects Based Learning	Formative Assessment
		Evaluate localized information in reference managers and analysis systems of data in accordance to their pertinence and relevance.	Skill	-APA rules -Bibliographic manager -Preliminary Research -Article search -Use of Atlas TI	Projects Based Learning	Formative Assessment
		Build a systematically revised literature article through a proposed model	Skill	-Conceptualization of a revised article where structure, types and examples are checked. -Big6 and Fink model	Projects Based Learning	Formative and

				-*Abstracting* process or reading of summaries of searched articles -Building of an article method -Categories of analysis and semantic network -Hermeneutics unit and Atlas Ti codification -Writing of the article		Summative Assessment

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

BIMLA ILO08: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.

BIBLIOGRAPHY

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- Mkrttchian, V., & Belyanina, L. A. (2018). Handbook of research on students' research competence in modern educational contexts. Information Science References.
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