

Course unit title: MANAGEMENT COMPUTER SCIENCE

Course unit code: 1-2-11

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 1st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: André Saraiva

Objectives

The Management Computer Science discipline comprised in the 1st Year of the curricular structure of the Marketing Management course intends to make students aware of the importance of the Information Systems in companies and organizations. It aims at preparing students to use a set of software tools that will allow them to acquire the basic skills on the use of information and communication technologies in their future professional life. The learning process will be based on the resolution of practical cases and in the simulation of management models.

Learning outcomes of the course unit

Understand the basic concepts of information systems and technologies in companies and organizations;

- Promote the acquisition of know-how and skills relating to the use of a computer in a CIT environment: Operative System, Internet Access and E-mail;
- Master information systems analyzing methods and techniques and the creation of data bases;
- Acquire theoretical-practical know-how and efficiently use EXCEL, ACCESS and POWERPOINT functionalities in the resolution of specific problems of other course disciplines and in the resolution of management problems.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - Information systems and strategic competitive strategies.

II - The IS as enterprise competitiveness potential enhancer. The Porter and Neo models of competitive advantage creation. Case studies.

III - Software types. Operational systems. Management information systems.

IV - Internet and its applications. Business models made by Internet (B2B, B2B, C2C, C2B)

V -Business applications of information system

VI - Relational databases. Microsoft Access, Table definition, data relations. Data introduction, searches and "queries". Forms and reports.

Recommended Reading

- Excel para a Economia e Gestão. Autor: José Joaquim Dias Curto. ISBN: 972-618-261-1
- Exercícios de Powerpoint 2003 & XP – Rute Rodrigues – FCA Editora – ISBN: 978-972-722-538-5
- Exercícios de Excel 2003 & XP – Rute Rodrigues – FCA Editora – ISBN: 978-972-722-511-8
- Access XP E 2000 Depressa & Bem – Lima d'Oliveira – FCA Editora – ISBN: 972-722-310-9
- Microsoft Office 2000 sem fronteiras. Autor: Maria José Sousa e Sérgio Sousa. ISBN: 972-722-180-7
- Microsoft Office 2003 All-in-one. Autor: Joe Habraken. ISBN: 078-972-936-9

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese