

## **TEACHING GUIDE**

### **INFORMATION AND COMMUNICATION TECHNOLOGIES**

### **GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)**

### **ACADEMIC YEAR 2024-25**

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**  
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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	1 course, 1Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation
<p><b>GENERAL OBJECTIVES</b></p> <p>The course focuses on the development of efficient management of productivity software, as well as the efficient use of the different resources available on the Internet for the development of professional activities related to the degree. The main objective is to provide students with the capability to use professional software to create, analyze, retrieve and convey information in different formats, managing data effectively, efficiently and ensuring its accuracy and reliability. The skills acquired in the course will allow students to improve their performance in academic and professional environments.</p>

III.-Competences
<p><b>Generic competences</b></p> <p>CG2. Ability to apply knowledge to practice            CG3. Ability to analyse, gather and summarise information and data            CG5. Development of autonomous learning in the field of study            CG8. Knowledge of information technology relevant to the field of study            CG9. Ability to gather, evaluate and interpret information from different sources            CG10. Decision-making and problem-solving skills            CG14. Critical-thinking and self-criticism skills            CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people            CG18. Excellent oral and written communications skills for professional practice</p>
<p><b>Specific competences</b></p> <p>CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event            CE15. Knowledge of online media and use of corporate communication and marketing tools            CE35. Knowledge and implementation of the relevant information technology programmes</p>



**IV.-Contents**

**IV.A.-Syllabus**

- I. Introduction
  - I.1. Information and Communication Technologies
- II. Professional edition of documents
  - II.1. Basic tools for creating and editing documents
  - II.2. Advanced tools for editing large and complex documents
  - II.3. Proofing, protecting and sharing documents
  - II.4. Basic tools for communication
- III. Information management and analysis in the field of Organization of Events
  - III.1 Creating and editing data
  - III.2 Organizing and storing data
  - III.3 Information management and analysis
  - III.4 Data visualization
  - III.5 Sharing and collaborating
- IV. Resources and practical applications
  - IV.1 Resources and practical applications

**IV.B.-Training activities**

Type	Title
Contents presentation through different resources.	Practical exercises for the student's personal work. Class exercises, assignments, quizzes.
Projects	Academic tutorials.



V.-Student workload		
Lecture classes		18
Practical classes/resolution of exercises, case studies, etc.		39
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		3
Academic tutorials		30
Related activities: conferences, seminars, etc.		18
Preparation of lecture classes		18
Preparation of practices, exercises, cases studies work		44
Test preparation		10
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Work placements	Week 1 to Week 15	PRACTICAL EXERCISES: Series of Guided Exercises to practice skills learned in each lesson
Work placements	Week 1 to Week 15	CLASS EXERCISES: Practical exercises that will be carried out in class to develop the course skills and competencies.
Work placements	Week 1 to Week 15	PROJECTS: practical exercises to evaluate acquired skills.
Academic Tutorials	Week 1 to Week 15	Individualized assistance to clarify questions and resolve doubts.
Tests	Week 16 to Week 16	FINAL EXAM (Compulsory). Every thematic unit included in the syllabus. No reference material is allowed.
Master classes	Week 1 to Week 15	THEORETICAL-PRACTICAL CLASSES Content exposition and practical exercises to reinforce these contents.



## VII.-Assessment methods

### VII.A.-Assessment weighting

#### Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

**Extraordinary assessment:** Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

#### Description of the tests for assessment and their weights.

### 1st (Ordinary) Assessment Period

In the ordinary assessment the subject will be evaluated according to the following activities and weights:

1. Final practice: Practical exercises on the subject. The exact date of the test/s will be announced to each group separately through Aula Virtual. Weight in the final grade: 30%. Retake option: Exam.
2. Class work: Series of practical exercises to be defined by the lecturer. Weight in the final grade: 30%. Retake option: Exam.
3. Final Exam (Compulsory, On-site): Final exam to be carried out on the official evaluation date. Minimum mark required: 5. Weight in the final grade: 40%. Retake option: Exam.

The final grade of the course will be the weighted average of the previous activities. The subject will be considered passed if that said average is equal to or greater than 5 and the minimum mark required in the final exam has been reached. If the weighted average is equal to or greater than 5 but the final exam score is lower than 5, the subject will be graded with the final exam mark and will not be passed.

### 2nd (Extraordinary) Assessment Period

Students who have not passed the subject in the ordinary assessment should carry out a single second-chance On-site exam on the official date established for this assessment.

The final grade of the course will be the grade obtained in this exam regardless of the results in the evaluation activities of the first assessment period.

- **On-site exam (100%).** On-site exam: it will be held at the university labs on the official evaluation date. Minimum mark: 5 out of 10.

### Early Assessment Period (*Convocatoria adelantada*)

Only applicable to the cases included in the Regulations for the Evaluation of Learning Results of the Rey Juan Carlos University.

- **On-site exam (100%).** On-site exam: it will be held at the university labs on the official evaluation date. Minimum mark: 5 out of 10.

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**IMPORTANT:** The student who is involved in any type of academic fraud (in the activities and/or exams) will be committing a serious misconduct as established in the regulations of the Rey Juan Carlos University, being applicable the sanctions that the regulations consider.



**VII.B. Assessment of students with an academic exemption**

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

**VII.C. Review of assessment tests**

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

**VII.D.-Students with a disability or special educational needs**

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

**VII.E.-Academic behaviour, academic integrity and honesty**

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



**VII.-Bibliography**

**Reference Generic**

**Título:** Microsoft Office 365: In Practice, 2021 Edition; **Autor:** Randy Nordell; **Editorial:** McGraw-Hill Higher Education, 2022  
**Título:** Microsoft Office Step by Step (Office 2021 and Microsoft 365); **Autor:** Joan Lambert & Curtis Frye; **Editorial:** Microsoft Press, 2022  
**Título:** Microsoft Word Step by Step (Office 2021 and Microsoft 365); **Autor:** Joan Lambert; **Editorial:** Microsoft Press, 2023  
**Título:** Microsoft Excel Step by Step (Office 2021 and Microsoft 365); **Autor:** Joan Lambert & Curtis Frye; **Editorial:** Microsoft Press, 2021  
**Título:** Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365) (Business Skills); **Autor:** Paul McFedries; **Editorial:** Microsoft Press, 2022  
**Título:** Microsoft Excel 365 Bible; **Autor:** Michael Alexander & Dick Kusleika; **Editorial:** Wiley, 2022

**Reference literature**

**Título:** Storytelling with data; **Autor:** Cole Nussbaumer Knaflic; **Editorial:** Wiley, 2015  
**Título:** Excel Dashboards and Reports; **Autor:** Michael Alexander & John Walkenbach; **Editorial:** Wiley, 2013  
**Título:** Microsoft Excel 2016 Data Analysis and Business Modeling; **Autor:** Wayne Winston; **Editorial:** Microsoft Press, 2016  
**Título:** Creating Research and Scientific Documents Using Microsoft Word; **Autor:** Alexander Mamishev and Murray Sargent; **Editorial:** Microsoft Press, 2016  
**Título:** Data Visualization with Excel Dashboards and Reports; **Autor:** Dick Kusleika; **Editorial:** Wiley, 2021  
**Título:** Data At Work; **Autor:** Jorge Camões; **Editorial:** New Riders, 2016  
**Título:** The Big Picture; **Autor:** Steve Wexler; **Editorial:** McGraw Hill, 2021

**IX.-Lecturers/Teachers/Professors**

<b>Lecturer/teacher/professor's name</b>	EDUARDO ALLENDE ECHEVARRIETA
<b>E-mail address</b>	eduardo.allende@urjc.es
<b>Department/field</b>	Economía Financiera y Contabilidad
<b>Category</b>	Profesor Sustituto
<b>Subject Coordinator</b>	No
<b>Academic tutorial timetable</b>	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
<b>Nº of Quinquenios</b>	1
<b>Nº of Sexenio</b>	0
<b>Nº period for technology transfer</b>	0
<b>Stretch Docencia</b>	1

