



# UNIVERSIDAD DE PANAMÁ



## FACULTAD DE ADMINISTRACIÓN DE EMPRESAS Y CONTABILIDAD LICENCIATURA EN ADMINISTRACIÓN DE OFICINAS *Programa Analítico de Asignatura*

### I.- Datos Generales:

<b>Denominación de la Materia: SISTEMAS DE INFORMACIÓN PARA ADMINISTRACIÓN DE OFICINAS I (ING)</b>			
<b>Departamento: SICA</b>			
<b>Código: 21556</b>	<b>Semestre: PRIMERO</b>		<b>Créditos: 3</b>
<b>Horas Totales: 64</b>	<b>Teóricas: 32</b>	<b>Prácticas: 32</b>	<b>Laboratorio:</b>
<b>Pre-requisitos: NINGUNO</b>			
<b>Profesores(as) responsables de la elaboración del Programa Analítico: TAMARA DE VELAZCO, JORGE KARICA, EDITH AROSEMENA, PANAMÁ PINEDA, RICARDO CHANG.</b>			
<b>Fecha de elaboración: 12-11-2014</b>			
<b>Fecha de aprobación por el</b>	<b>Departamento:</b>	<b>Facultad:</b>	

## **II.- JUSTIFICATION:**

The urgent need found in Enterprises of updating, improving and setting up the newest technologies used for resource management and to offer reliable, on-point and efficient information used to make decisions and a quality service to the client. It is important for Graduates in Marketing Management (Licenciados en Gerencia de Mercadotecnia) to know the newest available technologies that are sought for the current needs and that also enables them to compete in the international and national markets that exist in the current globalized world as part of their integral formation. The graduates must know and be up to date with all the newest technologies and innovations that appear in the market. With this, they can be ready and motivated to face the technological changes in their Enterprises such as buying new data processing hardware, programs of various kinds, information systems, website information and other technologies used to participate in electronic commerce and electronic businesses.

## **III.- DESCRIPTION:**

### **Purpose**

Explain and discuss subjects related to: the latest offered by the market regarding data processing; development of information technology projects; the role played by the Office Administration Graduate to obtain computer resources; information automatization; electronic commerce and electronic business and the use of programs currently in the market.

To analyze with the students the outstanding possibilities offered by the new information and communication technologies in various areas in the Office Administration field.

The ability to recognize, upon the face of Globalization and increasing competition, the information used to make decisions especially in the Enterprise Management field, marketing, performance control and the evaluation of strategic options.

The course aims to show the student the importance held by information technology in current times and the relationship between it and the Office Administration processes. During the course, the need to be up to date continuously regarding the different applications used for the good operation of Office Administration will be recognized. Also, the difference between the uses of conventional systems versus the uses of information technology systems will be pointed out to the student. To prepare the student to apply the knowledge of information as a basic tool to make administrative decisions and a top quality service to the client.)

**PROGRAM CONTENTS:**

**Module 1: The Computer and technological advancements**

**Module 2: Data and Network Communication**

**Module 3: Telecommunications and Networks**

**Module 4: Electronic Commerce and Business.**

**DIDACTIC STRATEGIES:**

On each subject, there is the possibility to make practices, homework tasks, web document analysis, case solving, teamwork tasks, commentary about recent technology, simulation execution, etc.

Existing tools in the computer laboratory:

- 1.- Word or any text processor: to make written tasks, reports, opinions, procedure manuals, etc.
- 2.- Excel: to make tasks involving formulas, diagrams, transactions, balance, salary payroll resolution, depreciation diagrams, etc.
- 3.- Power Point: to make presentations of projects such as Accounting system design chronograms, balances, patrimony analysis, etc.
- 4.- Web Page: currently, it is normal to include the use of web pages as an education tool. This system is available to students at all times in the day and lets the student solve their tasks, cases, web reading, projects, designs or solved problems and also lets them submit their investigations and have any communication about current tasks.

Bibliography: we consider that it is very important to use the internet to provide up to date articles, published cases for discussion, national projects, virtual libraries and web publications.

#### **RESOURCES:**

The following resources are available:

1. Lab room with computers, data show, projector and internet access.
2. Classroom with whiteboard, markers, projectors and laptop computers.
3. Library: both the faculty library and the central library in the university can provide digitized books (ebooks).
4. Computer classroom for teachers
5. Auditorium to make conferences with internet access, projector, data show, giant screen, etc.

#### **COMPETENCES**

##### **BASICS:**

1. Language communication
2. Math competence
3. Knowledge and interaction with the physical world
4. Information treatment and digital competence
5. Social competence
6. Competence about learning to learn
7. Autonomy and personal initiative
8. Artistic and cultural competence )

**GENERIC:**

1. Ability to use communication and information technologies
2. Ability to search, process and analyze information from various sources
3. Capacity to apply gained knowledge in practice
4. Capacity to learn and get up to date personally)

**SPECIFICS:**

1. Capacity to apply an investigation method to take financial decisions, investments and Enterprise management
2. Capacity to use information technologies and enterprise communication
3. Capacity to compare and apply financial and accounting information to make decisions.)

**EVALUATION METHODS:**

Written tests, lab practices, presentation making, report making containing results from investigations.

#### IV.- ANALITIC PROGRAMING.

<b>Module 1</b>	<b>Title: THE COMPUTER AND TECHNOLOGICAL ADVANCEMENTS.</b>			
<b>Duration (hours)</b>	<b>Total: 16</b>	<b>Theory: 8</b>	<b>Practice: 8</b>	<b>Laboratory:</b>
<b>Módulo Objective: Explain the most important background details of the evolution of information technologies and computer structure</b>				
<b>Sub Competences</b>	<b>Contents</b>	<b>Resources</b>	<b>Evaluation</b>	
<ol style="list-style-type: none"> <li>1. Analyze the technological change of hardware y software since its beginnings.</li> <li>2. Point out technological tendencies and their implication in Enterprise management.</li> <li>3. Explain functions of operative systems.</li> <li>4. Identify the impact of TIC in organizations.</li> <li>5. Distinguish programs used for text processing</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Brief description of historic background.</li> <li>1.2 Computer system and its parts.</li> <li>1.3 Processor types.</li> <li>1.4 Input and Output devices</li> <li>1.5 Operative Systems</li> <li>1.6 Functions of the TIC's within organizations.</li> <li>1.7 Applications of Word, Excel, Power Point, etc.</li> </ol>	<p>Classroom Chat</p> <p>Lab Chat and Practice research in Word on the web</p> <p>Module Test</p> <p>Word assignment about computers, operating systems and devices.</p>	<b>15%</b>	

<b>Module 2</b>	<b>Title: DATA AND NETWORK COMMUNICATION.</b>			
<b>Duration (hours)</b>	<b>Total: 16</b>	<b>Theory: 8</b>	<b>Practice: 8</b>	<b>Laboratory:</b>
<b>Module Objective: Explain the latest innovations in the development of telecommunications and networks.</b>				
<b>Sub Competences</b>	<b>Contents</b>	<b>Resources</b>	<b>Evaluation</b>	
1.- Summary of the various communication methods. 2.- Point out technological advancements in Networking. 3.- Name the components and structure of a computer network. 4.- Distinguish programs used for digital sheet processing.	2.1.- General concepts. 2.2.- Types of networks 2.3.- Network topology 2.4.- the importance of network use within enterprises and their effects in administration. 2.5.- Application of support programs to enterprise administration.	Classroom Chat  Lab Chat and Practice Investigation on the Web  Module Test  Excel Assignment with Graphics making	<b>15%</b>	

<b>Module 3</b>	<b>Title: ELECTRONIC COMMERCE AND BUSINESS</b>			
<b>Duration (hours)</b>	<b>Total: 16</b>	<b>Theory: 8</b>	<b>Practice: 8</b>	<b>Laboratory:</b>
<b>Module Objective: Analyze the marketing innovations used in the Internet and the Cloud.</b>				
<b>Sub Competences</b>	<b>Contents</b>	<b>Resources</b>	<b>Evaluation</b>	
<ol style="list-style-type: none"> <li>1. Distinguish electronic commerce concepts and fundamentals.</li> <li>2. Compare differences between electronic business and electronic commerce.</li> <li>3. Recognize electronic commerce applications.</li> <li>4. Identify the technological base that supports electronic commerce.</li> <li>5. Apply programs for Digital Calculations Sheets.</li> </ol>	<ol style="list-style-type: none"> <li>3.1.- Fundamentals of electronic business and electronic commerce.</li> <li>3.2.- the difference between electronic business and electronic commerce</li> <li>3.3.- Electronic Business               <ol style="list-style-type: none"> <li>3.3.1.- Concept Definition</li> <li>3-3-2.- Tendencies</li> <li>3.3.3.- Bussiness models</li> </ol> </li> <li>3.4.- Technologies and the electronic commerce</li> <li>3.5.- Electronic commerce Applications</li> <li>3.6. Application of Support programs on Enterprise Administration.</li> </ol>	Classroom Chat.  Lab Chat and Practice Investigation on the Web  Module Test.  Electronic Commerce investigation on the Web  Final Assignment on Excel with graph construction.	<b>15%</b>	



<b>Module 4</b>	<b>Title: INTRODUCTION TO THE COMPUTER-BASED INFORMATION SYSTEM</b>			
<b>Duration (hours)</b>	<b>Total: 16</b>	<b>Theory: 8</b>	<b>Practice: 8</b>	<b>Laboratory:</b>
<b>Module Objective: Recognize the importance of computer-based information systems in Enterprise administration.</b>				
<b>Sub Competences</b>	<b>Contents</b>	<b>Resources</b>	<b>Evaluation</b>	
1. Analyze the most relevant information systems concepts. 2. Recognize the importance of information systems for Enterprise Administration and to make decisions. 3. Distinguish the information systems' functions. 4. Application of presentation programs using slides.	4.1. – Computer-based Information systems	Classroom Chat.	<b>15%</b>	
	4.2. - Information systems in Business and their importance.	Lab Chat and Practice Investigation on the web		
	4.3. – Fundamental concepts	Practice with presentation programs with slides/Laboratory.	<b>10%</b>	
	4.4.- Fundamental functions of information systems in businesses	Web Investigation about Information Systems.		
4.5.- Types of Information systems.	Final Assignment in slides about Information Systems.			
	4.5.1.- Support system for Operations	<b>Final Investigation Assignment by groups/Homework assignment.</b>	<b>30%</b>	
	4-5-2.- Support System for Administration			
	4.5.3.- Other classifications.			
	4.6.- Application of support programs to Enterprise Administration	<b>Final Test (at Classroom)</b>		

## V.- BIBLIOGRAPHY:

**Peter Norton,** Introducción a la Computación, 3ra. edición, McGraw- Hill, México, 2003, Pág. 656.

**Alberto Prieto y Otros,** Introducción a la Informática, 3ra. edición, McGraw- Hill, España, 2002, Pág.710

**Daniel Cohen y Enrique Asín L.,** Sistema de información para los negocios, 4 ta. Edición, McGraw -Hill, México, 2005, Pág. 346

**Antonio Donadio Medaglia y Otros** Negocios en ambientes computacionales, Ira. Edición, McGraw- Hill, México, 2004, Pág. 537

**James A. O'Brien y George M. Maracas** Sistemas de Información Gerencial, 7ma. edición, McGraw-Hill, México 2006, Pág. 592

**Jeffrey D. Rayport y Otros,** -Comerce, Ia Edición, McGraw-Hill, México, 2003, Pág. 491

### WEB SITES.

**TEXTOS DE WRITER, CALC E IMPRESS DE OPEN OFFICE TOMADOS DE G.U.G.L.E.R. Y PROGRAMAS PARA VISUALIZAR WORD, EXCEL Y POWER POINT <http://www.gugler.com.ar/>**

**Página WEB profesor Jorge Karica C. <http://www.jorgekarica.com/>**

**Cualquier sitio WEB que se refiera a procesamiento de textos, hojas electrónicas de cálculo y programas para presentaciones.**

**VI.- SUBJECT CRONOGRAM AEOB-114 SUBJECT CODE 21556.**

<b>Week</b>	<b>Semester Week</b>	<b>Module Subject</b>	<b>Lab Practices</b>
<b>1</b>	<b>16 al 20 de marzo</b>	<b>Study Plan Discussion with Students</b>	<b>Make email in GMAIL</b>
<b>2</b>	<b>23 al 27 de marzo</b>	<b>MODULE 1</b> 1.1 Brief description of historic background. 1.2 Computer system and its parts. 1.3 Processor types.	<b>Configure email, DRIVE and practice email use.</b>
<b>3</b>	<b>30 de marzo al 03 de abril</b>	1.4 Dispositivos de entrada y salida 1.5 Sistemas operativos 1.6 Las funciones de las TIC s en las organizaciones. 1.7 Aplicaciones de procesadores de texto, hojas electrónicas, Power Point, etc.	<b>Practice using the WORD program.</b>
<b>4</b>	<b>06 al 10 de abril</b>	<b>Module I Test</b>	<b>Web Investigation about Module I in Word</b>
<b>5</b>	<b>13 al 17 de abril</b>	<b>MODULE 2</b> 2.1.- General concepts. 2.2.- Types of networks 2.3.- Network topology	<b>Make practice with the EXCEL program, data tables, statistic functions and logic functions.</b>
<b>6</b>	<b>20 al 24 de abril</b>	2.4.- the importance of network use within enterprises and their effects in administration. 2.5.- Application of support programs to enterprise administration.	<b>Practice with the Excel program about network diagrams and behavior projection.</b>
<b>7</b>	<b>27 de abril al 01 de mayo</b>	<b>Module discussion</b>	<b>EXCEL practices. Excel book.</b>
<b>8</b>	<b>04 al 08 de mayo</b>	<b>MODULE 3</b> 3.1.- Fundamentals of electronic business and electronic commerce. 3.2.- the difference between electronic business and electronic commerce 3.3.- Electronic Business	<b>Make Graphs with Excel.</b>

		3.3.1.- Concept Definition 3-3-2.- Tendencies 3.3.3.- Bussiness models	
9	11 al 15 de mayo	3.4.- Technologies and the electronic commerce 3.5.- Electronic commerce Applications 3.6. Application of Support programs on Enterprise Administration.	Development of graphs with Excel
10	18 al 22 de mayo	<b>Module discussion</b>	Projections using Excel functions
11	25 al 29 de mayo	<b>MODULE 4</b> 4.1. – Computer-based Information systems 4.2. - Information systems in Business and their importance.	Turn in of Excel Assignments
12	01 al 05 de junio	4.3. – Fundamental concepts 4.4.- Fundamental functions of information systems in businesses	Preparation of model presentation with Power Point.
13	06 al 12 de junio	4.5.- Types of Information systems. 4.5.1.- Support system for Operations 4-5-2.- Support System for Administration 4.5.3.- Other classifications.	Prepare Module IV presentation
14	15 al 19 de junio	4.6.- Application of support programs to Enterprise Administration.	Prepare Module IV presentation
15	22 al 26 de junio	<b>Group Assignment discussion</b>	Turn in of Power Point presentations.
16	29 de junio al 03 de julio	<b>Conclusions and Final Review of the course</b>	Turn in of Final Group Assignment.