UNIVERSITAT D'ANDORRA

Seminar's teaching plan

Syllabus	Bachelor in Business Administration

Module	M8: Commercial management tools
Seminar	Advanced Computing Tools
Semester	4
Professor	Victor Sierra
A/e	vsierra@uda.ad
Mode	Face-to-face and virtual
Teaching language	English

1. Seminar presentation

The Advanced Computing Tools course provides students with a comprehensive understanding of key digital technologies and their applications in professional and academic environments. This subject is designed to develop essential skills in multimedia processing, teamwork, online communication, and internet tools, which are fundamental in today's digital landscape.

Throughout the course, students will explore multimedia fundamentals, including graphic design, image processing, audio, and video. They will also learn about collaborative work methodologies, focusing on remote work and project planning, essential for modern professional environments.

Additionally, the course covers online content creation and publishing, introducing students to content management systems (CMS) and digital communication strategies. Finally, it addresses web interactivity, search engine optimization (SEO), and web analytics, enabling students to optimize digital content and improve online visibility.

By the end of this course, students will have gained practical skills and theoretical knowledge to effectively use advanced computing tools in real-world applications. The course combines lectures, hands-on projects, and teamwork to provide a dynamic learning experience, preparing students for careers in technology, communication, and digital media.

2. Seminar contents

Multimedia

1.1. Basic Concepts

1.2. Introduction to Multimedia and Graphic Design

1.3. Image Processing

1.4. Audio

1.5. Video

Teamwork

2.1 Introduction to Collaborative Work

2.2 Remote Work

2.3 Project Planning

Online Communication and Publishing

3.1 Content Publishing

3.2 Content Management System

Internet Communication Tools

4.1 The Web and Its Interactivity

4.2 Search Engine Optimization

4.3 Web Analytics

4.4 Search Engine Marketing

3. Seminar activities

3.1. Continuous assessment

The continuous assessment contains 3 "treballs virtuals" (TV), 3 controls (CP) and the challenge ("el repte") of the module evaluated through the following learning outcome:

	TV 1	TV 2	TV 3	CP 1	CP 2	CP 3	CHALLENGE Mandatory	Total Evaluation
BAE-T005-02	10%	10%	20%	10%	10%	20%	20%	**100%**

3.2. Final assessment

The final assessment contains 3 "treballs virtuals" (TV), 1 final exam (EF) and the challenge ("el repte") of the module evaluated through the following learning outcome:

	TV 1	TV 2	TV 3	EF	CHALLENGE Mandatory	Total Evaluation
BAE-T005-02	10%	10%	20%	40%	20%	**100%**

4. Seminar resources

Basic bibliography

Professor material: Presentations, resources and documentation.

Additional bibliography

- Vaughan, T. (2010). Multimedia: Making It Work (8th ed.). McGraw-Hill Education.
- Gonzalez, R. C., & Woods, R. E. (2017). Digital Image Processing (4th ed.). Pearson.
- Winer, E. (2012). The Audio Expert: Everything You Need to Know About Audio. Focal Press.

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- Owens, J. (2022). Video Production Handbook (6th ed.). Routledge.
- Lencioni, P. (2002). The Five Dysfunctions of a Team. Jossey-Bass.
- Fried, J., & Heinemeier Hansson, D. (2013). Remote: Office Not Required. Crown Business.
- Sutherland, J. (2014). Scrum: The Art of Doing Twice the Work in Half the Time. Crown Business.
- Portny, S. E. (2022). Project Management for Dummies (6th ed.). For Dummies.
- Halvorson, K., & Rach, M. (2012). Content Strategy for the Web (2nd ed.). New Riders.
- Rose, R., & Pulizzi, J. (2011). Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand. CMI Books.
- Sabin-Wilson, L. (2020). WordPress All-in-One For Dummies (4th ed.). For Dummies.
- Krug, S. (2014). Don't Make Me Think: A Common Sense Approach to Web Usability (3rd ed.). New Riders.
- Enge, E., Spencer, S., & Stricchiola, J. (2015). The Art of SEO (3rd ed.). O'Reilly Media.
- Fettman, E., Asif, S., & Alhlou, F. (2016). Google Analytics Demystified: A Hands-On Approach. Momentum Press.

5. Seminar remarks

- Controls or exams are only repeated in exceptional cases. In order to be able to opt for the repetition of a control, the reason for the absence must be justified by presenting a supporting document.

- Late submissions will not be accepted.

- If a student does not submit any of the evaluable activities, the grade for the learning outcomes associated with the activity will be equal to zero.

- All evaluable submissions will be made on the UdA campus and in the format indicated in the statement of the activity.

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