

COURSE: BUSINESS TECH

SEMESTER: 2

YEAR: 1

CREDITS: 8 UDD, 4.8 ECTS

REQUIREMENTS: NONE

Units and content

Units	Content
Unit I: The Digital World	<ul style="list-style-type: none"> • The fourth industrial revolution and a technology-driven society. • Technology and the Global Environment: The Challenges of the Changing Pace • The effect of technology on global environments: Artificial Intelligence and other major trend shifts
Unit II: Understanding Digital Literature	<ul style="list-style-type: none"> • Technology Taxonomy: Data, Hardware, Software, Communications. • Business Technology: HR Tech, Fin Tech, Mar Tech, etc. • Technology Businesses: Perspective, Moore's law, Current trends.
Unit III: Data Storytelling and Visualization	<ul style="list-style-type: none"> • Storytelling as a necessary tool for innovative technologies. • Using data as a support and how to use it effectively. • CRM: Client Relationship Management OLAP. • Tools.
Unit IV: Digital Citizenship	<ul style="list-style-type: none"> • Navigating digital environments safely and responsibly, to interact in various spaces. • (Learning to learn) Navigating online commerce, personal digital literature and personal responsibility for your digital life.
Unit V: Technology Exploration Workshops (depending on resource availability)	<ul style="list-style-type: none"> • Generative AI • Teachable Machines • eXtended Reality (XR) • Wireframing and Prototyping or Simulation