



TEACHING PLAN

University Unit: CCSA – Center for Social Sciences in Administration		
Graduate Program: PPGA – Graduate Program in Business Administration		
Course: <input checked="" type="checkbox"/> Academic Master's <input checked="" type="checkbox"/> Academic Doctorate		
Discipline: Management of Intelligent Technologies and Organizational Intelligence		Code: ENST54563
Teacher: Gilberto Perez		DRT: 1120707
Workload: 32 hours class	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: The Origin and Evolution of Digital Transformations; The Role of Technologies in Industrial Revolutions; Smart Technologies and Strategic Competitiveness; Technologies Integrating the Organization and its Stakeholders; The Process of Adopting Smart Technologies; Competitive Intelligence in the Decision Making Process; Competitive Intelligence and Identification of Signals in the External Environment; Organizational Intelligence and Competitive Intelligence.		
Program Content: Digital Transformation and its Effects on Business Models Artificial Intelligence in the Business Environment. Cognitive Computing and Organizational Performance Integrating Organizations with the Internet of Things (IoT, IloT, IoP). Industry 4.0 and its Ramifications. Adoption of Blockchain Technology and its Reflections on Organizations. Information Systems and Technologies and Organizational Intelligence. The Future of Smart Cities The Contribution of Competitive Intelligence in the Decision-Making Process. Competitive Intelligence and Identification of Signals in the External Environment. Organizational Intelligence and Competitive Intelligence.		
Assessment Criteria The evaluation will be based on the weighting of the following items: 1) Quality of the presentations, taking into account the clarity, objectivity, and comprehension of the text (2 points); 2) Quality of abstracts (2 to 3 questions) related to each class (2 points); 3) Presence and participation of students in debates and case studies (1 point); 4) Interdisciplinary Essay: Article delivered at the end of the course (5 points).		

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