



## Information and Communication Management (Business Sciences, 3 ECTS)

### Pedagogical contents

- 1 Information Security in the Context of Organizations
  - 1.1 Essential Factors of Cybersecurity
  - 1.2 Barriers to Combating Cybercrime
  - 1.3 Cybersecurity and Its Impact on Users
  - 1.4 Appropriate Procedures to Safeguard Data Availability and Confidentiality
- 2 GDPR in Daily Practice
  - 2.1 Changes Introduced by the GDPR
  - 2.2 Principles and Lawfulness of Personal Data Processing
  - 2.3 Rights of the Data Subject
  - 2.4 Notification of Personal Data Breaches
- 3 UFP Guide for the Preparation of Scientific Papers
  - 3.1 Structure of Academic Works
  - 3.2 General Formatting Standards
  - 3.3 Organization of Content
  - 3.4 Bibliographic References and Citations
  - 3.5 Guidelines for the Responsible Use of AI
- 4 Spreadsheet Management and Processing of Numerical Information
  - 4.1 Techniques for Organizing Information
  - 4.2 Techniques for Visualizing Information
  - 4.3 Numerical Calculation
  - 4.4 Preparing Information for Printing and Presentation
  - 4.5 AI and the Collection, Management, and Processing of Numerical Information
- 5 Presentation Application
  - 5.1 Structural Elements of a Presentation
  - 5.2 Variable Elements of a Presentation
  - 5.3 Dynamic Elements of a Presentation
  - 5.4 AI and the Collection, Management, Processing, and Communication of Information

### Teaching method

PC (Pedagogical Content))

LO (Learning Objectives)

TLM (Teaching and Learning Methods)

The pedagogical model for this course is based on:

- Theoretical-practical integration: promoting the demonstration of the practical applicability of the theoretical concepts covered;
- Active and participatory learning: promoting continuous, active, and participatory learning among students, encouraging the development of practical exercises and participation in debates, research, group work, and case studies;
- Continuous feedback and individualized support: monitoring student performance in the classroom and on the assigned exercises allows for the timely identification of difficulties, promoting individualized study guidance according to the specific needs of each student.



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Regarding PC1 to PC5, this pedagogical model is implemented using the following teaching and learning methodologies:

TLM1 – expository classes to introduce concepts;

TLM2 – interactive classes to present examples and solve practical cases that demonstrate the practical application of the concepts introduced; Note, as mentioned above, that PC1.1 is related to LO1. PC1.2 is related to LO2. PC1.3 and PC1.4 are aligned with LO3. And PC2.1 addresses LO4. PC2.2 is aligned with LO5. PC2.3 and 2.4 are related to LO6.

Regarding LO7 to 8 – PC3 – Production of Printed Documents – the course has a theoretical and practical orientation. The theoretical component, using the Scientific Papers Preparation Manual, will focus on the structure and constituent elements of a properly produced document (whether an academic document or a report). In the practical component, students will perform exercises applying theoretical concepts using MS Word. Regarding AO9 to 12 - PC4 - Numerical Information Management and Processing, students will perform practical exercises covering the main functionalities of spreadsheets, aiming to acquire academic and professional knowledge, where they will be required to have in-depth mastery of this work tool.

Regarding AO13 - PC5 - Public Presentation of Information, students will perform practical exercises covering the main functionalities of presentation applications.

### Assessment

CA (Continuous Assessment)

FA (Final Average of all submissions)

CE (Comprehensive Exam)

FCG (Final Course Grade)

LO (Learning Objectives)

PF (Portfolio)

UFG (Unit Final Grade)

Alternative Assessment Element (AA): Students who did not pass any of the assessment elements (individual assessment tests 1 and 2) will be able to take a supplementary test (optional), the grade of which, if more advantageous to the student, will be substituted in the AC calculation formula.

The course assessment model will consist of three components:

T1 - LO1 to LO6 – PC1 and PC2 | A mini test with multiple-choice and/or T/F answers (20%);

PF - LO7 to 13 – PC3 to 5 | Portfolio: At the end of each class, a folder will be created where students will store all practical activities completed in class (25%).

T2 - LO7 to 13 – PC3 to 5 | Practical Test: A practical test will be administered focusing on practical content (55%). Continuous Assessment with Comprehensive Exam

- Continuous Assessment (CA) includes continuous assessment elements consisting of two individual assessment tests (T1, T2) and an alternative element consisting of the creation of a portfolio (PF) of work submitted in class or outside of class (FA – Final Average of all submissions). There is no minimum grade for either the tests or the portfolio;

Alternative assessment element: Students who do not pass any of the assessment elements will be allowed to take a supplementary test. If the grade is more advantageous for the student, it will be replaced in the CA calculation formula.

- Therefore, the CA grade is determined by the average of the three elements (T1, T2, PF).
- The comprehensive exam (CE) is held at the end of the semester and covers all content. A minimum grade of 7.5 is required. The Unit Final Grade (UFG) is given by:



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- If  $CA \geq 9.5$  and  $CE \leq CA$  and  $CE \geq 7.5$ , then  $UFG = 70\% AC + 30\% CE$
- Otherwise, then  $UFG = 100\% CE$

Appeal period and examination period in the special period

If the student fails the course unit, they have access to the exam during the resit period and the exam during the special period if they have special status. In this case,  $NUC = 100\% Exam$ .

### Bibliography

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- Menezes Cordeiro, A. B. (2020). Direito da Proteção de Dados - À luz do RGPD e da Lei nº 58/2019. Edições Almedina SA.
- Duque, R., Noivo, D. & Almeida e Silva, T. (2016). Segurança Contemporânea. Pactor - Edições de Ciências Sociais, Forenses e da Educação.
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