

BASIC DETAILS:

Subject:	INTERNACIONALIZACIÓN IV. E-COMMERCE		
Id.:	30599		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (BOE 26/11/2010)		
Module:	INTERNACIONALIZACIÓN		
Subject type:	OPTATIVA		
Year:	4	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	64	Individual study:	86
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:		Email:	

PRESENTATION:

The subject is aimed at providing a practical understanding of the basic concepts of The Internet, Online Services, Electronic Commerce and a basic knowledge of the main technological elements that allow the development of online business. The course will introduce the student to the basic steps involved in the identification, design and promotion of e-commerce.

Students will learn about different types of e-commerce and its development, implementation and evolution, the essential requirements to start an e-commerce service, the different possible solutions and the factors that will determine how customers will perceive the service.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G08	Oral and written communication in Spanish.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
Specific programme competences	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E11	Learn the techniques and methods of quantitative nature applicable to the diagnosis, analysis and business exploration (mathematics, statistics and econometrics) being able to use the most appropriate tool in each situation.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
Learning outcomes	R01	Adequately manage the e-commerce company and its presence in social networks
	R02	Develop a strategy for creating a web and SEO
	R03	Analyse best marketing strategies relating to electronic commerce and the contact companies have with their consumers
	R04	Understand the importance of information and communications technology in business management
	R05	Use the Internet as a new channel of getting information and as new distribution and marketing channel.

PRE-REQUISITES:

Basic knowledge on strategic management and marketing.

SUBJECT PROGRAMME:

Subject contents:

1 - Introduction
1.1 - Introduction to eCommerce
1.2 - eCommerce business models and concepts
2 - Technology Infrastructure
2.1 - Internet, Web and Mobile Platform
2.2 - Building an E-Commerce Presence: Canvas + Building eCommerce and App
2.3 - eCommerce Security and Payment Systems
3 - Business Concepts and Social Issues
3.1 - eCommerce Marketing Concepts
3.2 - eCommerce Marketing Communications
3.3 - Social, Mobile and Local Marketing
3.4 - Ethical, Social and Political Issues in eCommerce
4 - eCommerce in Action
4.1 - Online Retailing and Services
4.2 - Online Content and Media
4.3 - Social Networks, Auctions and Portals
4.4 - B2B eCommerce
5 - Technology Sessions
5.1 - Technology Session 1: The WWW. Web Design and Development
5.2 - Technology Session 2: Networking and Security
5.3 - Technology Session 3: Tracking User Behaviour
5.4 - Technology Session 4 (2h): Other Useful Technologies & Tools

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

1. Current Reading and Class Activities

Each student (individually) is asked to find six articles during the semester in a current periodical (no more than one-year old) on eCommerce. The must read the article and summarize it in the equivalent of double-spaced typewritten page minimum. They must also include the title of the article, name of the periodical, date and page number. On the day indicates they may be asked to give a brief report on the article during class.

2. Case studies

These cases are written summaries or syntheses of real-life cases, based upon data and research. They require students working in groups to isolate and think through the key issues involved against both theory and the larger comparative environment. The scope is to identify appropriate strategies for the resolution of the 'case', weigh the pros and cons of the remedial options/ strategies and recommend and present a rationale for the best resolution.

3. eCommerce Project

The project requires forming a team and electing a leader. Give special task to your team members (each with a selected executive title, such as CEO, CIO, CFO, CTO, CMO, etc.) and present your group in class. The group must select an online-industry and brainstorm eBusiness ideas to work on. Develop your "elevator pitch". Present and defend your unique value proposition and competitive advantages in class (5 minutes). Discuss high-level business positioning and revenue model. Obtain approval from the professor to start building your eBusiness Model Canvas. Port an turn in a PPT for your presentation.

Progress Report: study the business models of the best companies in your selected industry and understand their eBusiness strategies; develop a business model Canvas for your eBusiness idea. Explain and defend the competitive advantage and revenue model of your eBusiness in detail.

Final Project Report: the final paper must be a presentation to the potential investors of your business. Refine all elements of your eBusiness Model, detail revenue stream analysis including cost-benefit analysis of your entire eBusiness system. Report should include a separate section on website prototype design and implementation.

4. Final Exam

There will be two parts for the final exam. See weekly plan in this guide.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	29
	Other theory activities	6
	Practical exercises	8
	Debates	4
	Coursework presentations	8
	Films, videos, documentaries etc.	3
	Tutorials	6
Individual study	Individual study	25
	Individual coursework preparation	10
	Group coursework preparation	16
	Project work	12
	Research work	10
	Compulsory reading	10
	Recommended reading	3
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Group coursework:	35	%
Final exam:	35	%
Group coursework (Current Readings):	10	%
Group coursework (Case Studies):	10	%
Group coursework (Class Participation):	10	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

LAUDON, Kenneth; TRAVER, Carol. E-commerce 2016. Business. Technology. Society. 12/ E. Boston. Pearson.

Recommended bibliography:

CHAFFEY, Dave, Digital Business and E-Commerce Management. 6/ E. Harlow. Pearson Education, 2015
GRALLA, Preston. How the Internet works (8th edition). Que Publishing, 2006.
OSTERWALDER, Alexander and PIGNEUR, Yves, Business Model Generation. John Wiley & Sons, 2010

Recommended websites:

Adwords	adwords.google.com
Design, Creativity and Innovation on the Internet	www.awwwards.com/
Harvard Business Review	http://hbr.org/
Information management	www.information-management.com/
Journal of Management Information Systems	www.jmis-web.org/
Libro blanco del comercio electrónico	libroblanco.adigital.org/
Research on CRM	www.cio.com
The Huffington Post	www.huffingtonpost.com/
Word of Mouth Marketing Association	womma.org/main

* Guía Docente sujeta a modificaciones