BASIC DETAILS:

Subject:	MODELOS DE NEGOCIO EN LA WEB
Id.:	30091
Programme:	GRADUADO EN INGENIERÍA INFORMÁTICA. PLAN 2008 (BOE 15/12/2008)
Module:	TECNOLOGIAS WEB
Subject type:	OPTATIVA

Year:	3	**Teaching period:**	Primer Cuatrimestre
Credits:	3	**Total hours:**	75
Classroom activities:	34	**Individual study:**	41
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 services. Students will learn about different types of e-commerce, the essential requirements to start an e-commerce service, the different possible solutions and the factors that will determine how customers will percive the service.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Leadership capacity to be able to influence a group so they achieve some specific objectives collectively and efficiently.
	G02	Innovative capacity to propose and find new and efficient ways to undertake any task and/ or function within the professional environment - highly motivated by quality.
	G03	Capacity to work in multidisciplinary teams to achieve common objectives, placing group interests before personal ones.
	G05	Capacity to adapt to different environments while being positive and optimistic, orienting your behaviour towards the achievement of goals.
	G07	Capacity to work flexibly and with versatility to adapt to the needs and requirements of the work situation.
	G08	Ability to communicate effectively about different matters in a variety of professional situations and with the different media available.
	G09	Capacity to make decisions impartially and rationally.
	G12	Capacity to undertake professional activities with integrity, respecting social, organisational and ethical norms.
Specific programme competences	E03	Capacity to recognise the technical principles and apply the appropriate practical methods satisfactorily to analyse and solve engineering problems.
	E04	Capacity to maintain an open mind to innovation and creativity within the framework of the engineering profession.
	E05	Capacity to assess the economic and business features of engineering activities.
	E06	Capacity to apply quality assurance processes to processes and products.
	E08	Capacity to communicate productively with clients, users and colleagues both orally and in writing, so as to pass on ideas, solve conflicts and achieve agreements.
	E10	Capacity to understand and assess the impact of technology on individuals, organisations, society and the environment, including ethical, legal and political factors, recognising and applying the pertinent standards and regulations.s éticos, legales y políticos, reconociendo y aplicando los estándares y regulaciones oportunos
	E12	Capacity to manage complexity through abstraction, modelling, 'best practices', patterns, standards and the use of the appropriate tools.
	E15	Capacity to understand and go along with the strategic objectives of the company where your are pursuing your professional career.
	E17	Capacity to identify and analyse user needs with the intention of designing effective, usable IT solutions which can be incorporated into the user's operating environment.

	E18	Capacity to identify and define the requirements to be satisfied by IT systems to cover the stated needs of organisations or individuals.
	E20	Capacity to undertake the detailed design of the components of a project (procedures, user interface, equipment characteristics, communications system parameters, etc.).
	E23	Capacity to design and implement security policies in order to preserve the integrity of the operational environment.
	E25	Capacity to analyse viability, design development plans, estimate resources, run and oversee the execution of software-intensive engineering projects.
	E26	Capacity to define and manage quality policies for IT and communications systems, applying quantitative principles based on metrics and statistics.
	E27	Capacity to write and maintain descriptive documentation of the origin, production and operability of IT systems.
Learning outcomes	R1	Conocer los nuevos modelos de negocio en la web: B2B, B2C, B2G, B2E.
	R2	Utilizar los actuales medios de pago y la seguridad en las transacciones de comercio electrónico.
	R3	Conocer los conceptos básicos de comercio internacional y estándares para el intercambio de información financiera, como XBRL.

PRE-REQUISITES:

Basic knowledge on strategic management and marketing.

SUBJECT PROGRAMME:

Subject contents:

1 - Introduction
1.1 - Introduction to E-commerce
1.2 - E-Commerce business models and concetps
2 - Technology Infrastructure for E-Commerce
2.1 - E-Commerce Infraestructure: The Internet, Web and Mobile Platform
2.2 - Building an E-Commerce Pressence: Web Sites, Mobile Sites and Apps
2.3 - E-Commerce Security and Payment Systems
3 - Business Concepts and Social Issues
3.1 - E-Commerce Marketing Concepts: Social, Mobile,Local
3.2 - E-Commerce Marketing Communications
3.3 - Ethical, Social and Political Issues in E-Commerce
4 - E-Commerce in Action
4.1 - Online Retailing and Services
4.2 - Online Content and Media
4.3 - Social Networks, Auctions and Portals
4.4 - B2B E-Commerce

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 Reports
Each student is asked to find six articles during the semester in a current periodical (described as no more than one-year old) on e-commerce. They are to read the article and summarize it in the equivalent of one double-spaced typewritten page minimum. They are also asked to include the title of the article, name of the periodical, date and page number. On the day indicated 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. E-commerceProject

The project requires forming a team and electing a leader. Give special tasks 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 e-business 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 e-business model. Post and turn in a PPT for your presentation.

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

Final Project Report: The final Paper must be a presentation to the potential investors of your business. Refine all elements of your e-business model, detail revenue stream analysis including cost-benefit analysis of your entire e-business 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.

BUSSINESS LAB

The purpose of the BL is to introduce students, from day one of their time in ADE, to the real world of business by working on identifying issues, creating solutions, developing contingency plans and applying their solutions to these real problems of working businesses.

These activities will have the ultimate purpose of developping students´ social and technical skills, their performance and providing them with a competitive advantage when faced with the labour market.

The activities will be very varied and will range from case work, visiting companies to attending seminars and helping to provide solutions to real business problems.

Students will have to attend a number of pre-planned activities that will be developped through the course year. Attendance will be required of all students in all activities planned for them and follow up, as well as grading of the activities, will be done by the students tutor, teacher and the Company representative they will work for. The grading will corresponde to a mínimum of a 10% of the mark of the subjects assessed.

Failure to attend all of these activities will carry a penalisation determined by the tutor and/ or teacher and reflected in the final mark.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	20
	Practical exercises	14
Individual study	Tutorials	2
	Individual study	4
	Individual coursework preparation	5
	Group cousework preparation	13
	Research work	5
	Compulsory reading	10
	Extra-curricular activities (visits, conferences, etc.)	2
	Total hours:	75

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	25	%
Individual coursework:	15	%
Group coursework:	25	%
Final exam:	25	%
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. Business. Technology. Society. 10/ E. New York: Prentice Hall, 2014.

Recommended bibliography:

CHAFFEY, Dave, Digital Business and E-Commerce Management. Essex, FT Prentice Hall, 2014

GRALLA, Preston. How the Internet works (8th edition). Que Publishing, 2006.

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 electronico	libroblanco.adigital.org/
Research on CRM	www.cio.com
The Huffington Post	www.huffingtonpost.com/
Word of Mouth Marketing Association	womma.org/main

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