

## TEACHING GUIDE

2018/19

**Centre** 351 - Faculty of Economics and Business. Elcano Department

**Cycle** Indiferente

**Plan** GCOMER30 - Bachelor's Degree in Business Management

**Year** Fourth year

## SUBJECT

27545 - Electronic Commerce and New Technologies

**ECTS Credits:** 4,5

## DESCRIPTION & CONTEXTUALISATION OF THE SUBJECT

### DESCRIPTION OF THE COURSE

This course is intended for students to acquire by the end of the course, a full perspective about e-commerce, enabling them to: make strategic decisions for the design and implementation of stores or e-commerce sites, understand the implications of e-commerce and its impact on organizations. It is expected that students will acquire knowledge and skills in key aspects of security, logistics, payment, marketing and other associated technologies that allow them to deal with any implementation of e-commerce.

This subject is part of the Sales and Marketing module, offering a current and novel perspective on the evolution of both subjects with the widespread expansion of mass electronic media and the Internet. It is intended enable pupils to acquire today essential competencies for creating, planning and managing successful businesses, and improve their performance and professional work in the world of Business, where technology, the Internet and the possibility of doing business on-line are already a daily reality.

The methodology used is practical, collaborative and global. Practical, because it includes the study of practical cases. Collaborative, because the learning process is developed through collaborative activities (CL) and project-based learning (PBL). Global, because the development of the course is based on the use of a Moodle e-learning platform (Virtual Campus), as support for in-class teaching.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

### SKILLS TO BE ACQUIRED

1-Know and understand the economic and technical foundations of e-commerce.

Specific competency.

Related to skills G002 and G003 (Degree skills).

2-Understand from a theoretical/practical viewpoint the meaning and usefulness of the various elements involved in a real project of e-commerce, as well as the resources for the implementation and future success of a project implementing e-commerce.

Specific competency.

Related to skills G003 and G004 (Degree skills).

3-Develop skills in information management, being able to search, analyze and synthesize in oral and written form, information from various sources, about e-commerce and new technologies (ICT).

Transversal competency

Related to skills G002 and G004 (Degree skills).

4-Apply cognitive, emotional and instrumental skills that help students to work with autonomy and to participate actively in class, to develop the adequate individual and team work, and to take initiatives and decisions about Internet and other information technologies

Transversal competency

Related to skills G005 and G008 (Degree skills).

### LEARNING OUTCOMES

#### OUTCOME 1

Acquiring an e-commerce perspective which allows students to make strategic decisions about e-commerce and to understand its implications and its impact on organizations.

#### OUTCOME 2

Resolution of individual/group tasks about e-commerce, from both a theoretical and practical point of view, using accurately the terminology of e-commerce and the new technologies (ICT).

#### OUTCOME 3

Implementation of knowledge and skills in key aspects of e-commerce, such as: design, security, logistics, payment methods, marketing and other related technologies, etc. .. that allows them to plan, create and manage electronic

business successfully.

#### OUTCOME 4

Active participation in the class, in the virtual platform of the course, in forums and other proposed educational individual and group activities.

### THEORETICAL/PRACTICAL CONTENT

1. Origins, evolution and future trends
2. Infrastructure and new platforms for integration in E-commerce
3. Business models in the Internet
4. Design, planification and implementation of an E-Commerce website
5. Promotion and differentiation strategies in E-Commerce
6. Maintaining and monitoring business results.

### METHODS

#### ACTIVITIES FOR THE ACQUISITION OF SKILLS

#### CLASSROOM ACTIVITIES (45 hours):

- 1: Lectures (M-12 hours). Development of the contents of the syllabus of the course.
- 2: Classroom practices (GA-8 hours). Conducting individual and group activities (written tests, reviews, exercises, case studies, problems and other practical activities), for the specific application of concepts and contents of the subject.
- 3: Classroom practices (GA-16 hours). Preparation and presentation of a practical project about the contents of the subject.
- 4: Classroom practices (GA-four hours). Oral presentations of results of tasks performed individually or in group.
- 5: Seminars (S-5 hours). Deepening knowledge and specific application of concepts and contents of the course.

#### OUT-OF-CLASS ACTIVITIES (67.5 hours):

- 1: Review and creating summaries of the key content of the course (M-6 hours).
- 2: Review of materials that the Professor has used/referenced in class (M-6 hours).
- 3: Review additional materials recommended by the Professor (M-6 hours).
- 4: Resolution of individual or group activities (GA-12 hours).
- 5: Developing a practical project about the contents of the subject (GA-30 hours).
- 6: Performing self-tests (S-7, 5 hours).

### TYPES OF TEACHING

Type of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Classroom hours	12	5	28						
Hours of study outside the classroom	18	7,5	42						

**Legend:** M: Lecture S: Seminario GA: Pract.Class.Work GL: Pract.Lab work GO: Pract.computer wo  
GCL: Clinical Practice TA: Workshop TI: Ind. workshop GCA: Field workshop

### ASSESSMENT SYSTEMS

- Final assessment system

### TOOLS USED & GRADING PERCENTAGES

- Extended written exam %
- Practical work (exercises, case studies & problems set) %
- Team work (problem solving, project design) %

## ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

This course is based on the method of continuous assessment. The final grade will be calculated according to the following percentages:

- 1 - Correct completion and timely delivery of written tests and other activities: 70%. Skills: 1, 3 and 4.
- 2 - Proper preparation and presentation of a practical project on the contents of the course: 20%. Skills: 2, 3 and 4.
- 3 - Attendance and active participation in the course, in the virtual platform of the course, in forums and other proposed educational activities: 10%. Skills: 3 and 4.

The student who does not pass the course with this system should refer to the second chance examination as conducted by the university, in which the examination constitutes 100% of the grade.

All student who started having continuous assessment, that wishes to resign during the term of this evaluation, must apply by letter to the Professor, before December 8, 2017, and his/her grade will be recorded as Not Submitted.

Students who for a justified cause can not follow the method of continuous assessment must:

- Ask for the right to a final examination in the Secretary's Office, within the designated deadline.
- Notify the Professor of this circumstance, once submitted the request for a final examination.

All students for whom their request has been approved for a single final examination and those who have not passed the continuous assessment will be administered an final examination on the dates set by the Head of Studies, that will compose 100% of the grade (in accordance with the university regulations).

## EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

The student who does not pass the course the system of continuous assessment should refer to the second chance examination as conducted by the University, in which the examination constitutes 100% of the final grade.

## COMPULSORY MATERIALS

- Computer and printer
- Internet connection
- Other additional software.

The course is eminently practical and is taught at one of the Computer Labs at the School of Business Studies, Bilbao. The course makes extensive use of the Moodle teaching platform as a support for classroom teaching.

## BIBLIOGRAPHY

### Basic bibliography

AECEMD-FECEMD: Libro Blanco del Comercio electrónico. Guía práctica de comercio electrónico para PYMES. (Federación Española de Comercio Electrónico y Marketing Directo). 2009.

ALONSO, A.B.: Comercio electrónico: antecedentes, fundamentos y estado actual. Dykinson, S.L. 2004.

FRIEDLEIN, A.: Web Project Management: Delivering Successful Commercial Web Sites. Academic Press. 2009.

### In-depth bibliography

SCHNEIDER, G.P.: Comercio Electrónico (3 Ed.). Thomson Learning. 2004.

HANKE, J.C.: Joomla, un juego de niños. PC Cuadernos Técnicos. 2007.

SPUENTES, J.F.: Principios de seguridad en el comercio electrónico. Ra-Ma. 2008.

DURAN, A., GUTIERREZ, G. Y SANCHEZ, T.: La logística y el comercio electrónico. McGraw-Hill. 2001.

### Journals

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### Useful websites

## REMARKS