

**COURSE GUIDE**

2022/23

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

**Cycle** .

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

**Year** Fourth year

**COURSE**

27545 - Electronic Commerce and New Technologies

**Credits, ECTS:** 4,5

**COURSE DESCRIPTION**

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.

### CONTENIDOS TEÓRICO-PRÁCTICOS

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.

### TEACHING 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

| Types of teaching                             | M  | S   | GA | GL | GO | GCL | TA | TI | GCA |
|---|----|-----|----|----|----|-----|----|----|-----|
| Hours of face-to-face teaching                | 12 | 5   | 28 |    |    |     |    |    |     |
| Horas de Actividad No Presencial del Alumno/a | 18 | 7,5 | 42 |    |    |     |    |    |     |

**Legend:** M: Lecture-based S: Seminar GA: Applied classroom-based groups  
 GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups  
 TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

### Evaluation methods

- Continuous evaluation
- End-of-course evaluation

### Evaluation tools and percentages of final mark

- Written test, open questions 30%
- Exercises, cases or problem sets 40%
- Teamwork assignments (problem solving, Project design) 20%
- Attendance and active participation in class and in EGELA 10%

## ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

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 (May 2023), in which the examination constitutes 100% of the grade.

Students who for a justified cause can not follow the method of continuous assessment or students who started having continuous assessment, that wish to resign during the term of this evaluation must:

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

All students for whom their request has been approved for a single final examination, it will be administered on the dates set by the University (January 2023), and it will compose 100% of the grade (in accordance with the University regulations).

## EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The student who does not pass the course following the system of continuous assessment or does not pass the final examination on January 2023 should refer to the second chance examination as conducted by the University (May 2023), in which the examination constitutes 100% of the final grade.

## MANDATORY MATERIALS

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

The course makes extensive use of the Moodle teaching platform EGELA as a support for classroom teaching.

## BIBLIOGRAFÍA

### Basic bibliography

Starting an Online Business: All-in-One For Dummies (6th edition). Shannon Belew & Joel Elad. John Wiley and Sons Inc, 2020.

Digital Business and E-Commerce Management. Dave Chaffey. Pearson, 2019.

Digital Marketing. Strategy, Implementation and Practice. Pearson, 2019.

Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business. Tanner Larsson. T. Larsson Ed., 2021.

Customer Persuasion: How to Influence Your Customers to Buy More & Why an Ethical Approach Will Always Win!. Chloe Thomas. Kerno Publishing, 2016.

Logistics and Fulfillment for e-business: A Practical Guide to Mastering Back Office Functions for Online Commerce. Janice Reynolds. CRC Press, 2011

### Detailed bibliography

Alibaba The House That Jack Ma Built. Duncan Clark. Harper Collins UK, 2016.

The Bitcoin Standard: The Decentralized Alternative to Central Banking. Saifedean Ammous. John Wiley & Sons Inc, 2018.

Working Backwards: The Secrets of Amazon's Success: Insights, Stories, and Secrets from Inside Amazon. Colin Bryar & Bill Carr. St Martins Pr Ed, 2021.

## Journals

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## Web sites of interest

### OBSERVATIONS

In the event of a new total confinement, we will be forced to adopt globally telepresencial teaching, as occurred during the second semester of the 2019-2020 academic year.

In this case, teaching, doing practical assignments and group work, as well as the various evaluations will be carried out entirely online.

Regarding any other situation in which the full attendance of students in the computer room is either discouraged or controlled, the necessary organizational, hygienic and sanitary measures will be taken and the students will be informed in advance of any necessary adjustments.