30356 - E-Commerce

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	438 - Bachelor's Degree in Telecomunications Technology and Services Engineering
ECTS	6.0
Year	
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The methodology to be used to achieve the proposed learning results are as follows:

M1: Participative Lecture (30 hours). Presentation by the teacher of the main contents of the subject, combined with the active participation of students. This activity will take place in the classroom. This methodology, supported by the student personal work (M14) is designed to provide them with the theoretical bases of the subject content.

M9: Laboratory practices (30 hours). The students will have practice sessions 2 hours each week. This activity will take place at the Laboratory Practices 2.03 (Telematics Laboratory,"Ada Byron" building). The work will be carried out in small groups.
M10: Tutoring. Time for personalized attention to students with the aim of reviewing and discussing the materials and topics presented in both theoretical and practical classes.
M11: Evaluation (4 hours). Set of theoretical tests and/or reporting practices used for the evaluation of student progress. We can find more details in the section of evaluation activities

5.2.Learning tasks

As described in the methodological presentation, the activities are divided into Lectures (30 hours) to be taught in the classroom and laboratory practice (30 hours) in which students can build their own business from scratch, applying the knowledge acquired in lectures.

Complementarily, students have tutorial hours for consulting those personal doubts that have been able to emerge.

5.3.Syllabus

The distribution into thematic units of the theory of the subject is as follows:

1. Introduction to Electronic Commerce.
1.1. E-commerce History.
1.2. E-commerce Features.
1.1.1. Advantages.
1.1.2. Disadventages.
1.3. Feasibility Researches
2. Domain Names
3. Business Models
3.1. Types of Business Models
3.2. Graphical Modeling of Business
3.2.1. Schematic
3.2.2. Value Chain
3.2.3. Canvas
3.3. Patterns
4. Business Plans
4.1. Idea Generation
4.2. Project Presentation
4.3. Strategic Feasibility
4.4. Commercial Feasibility
4.5. Technical Feasibility
4.6. Legal and Organizational Structure
4.7. Economic and Financial Analysis
5. Entrepreneurship
5.1. Design
5.2. Strategies
5.3. Processes
6. Information Architectures
6.1. Definition and Relevance of Information Architecture (IA)
6.2. Content Settings
6.3. Content Taggings
6.4. Browsing Systems
6.5. Search Systems

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7. Usability.
7.1. Relevance of Usability
7.2. Usability criteria
7.3. Accessibility
7.4. User-Centered Design
7.5. Web Design Compilation
8. Web Projects Management
9. Payment
9.1. Current Problems
9.2. Environmental Features
9.3. Online Payments vs Offline Payments
9.4. Micropayments
9.5. Other Payment Schemes
10. Security
10.1. Digital Certificates
10.2. SSL Protocol
10.3. Web Security
11. Online Advertising
12. Web Analytics.
12.1. Introduction
12.2. Measurement Parameters
12.3. Goals
12.3.1. Conversions
12.3.2. Goals
12.3.3. Key Perfotmance Indicator (KPI)
12.4. Analysis
13. Search Engine Optimization (SEO).
14. Hardware Infrastructure for E-commerce
15. Implementation of E-commerce Projects
15.1. Hosting Models
15.2. Provider Selection
15.3. Buying Domains
15.4. Obtaining a Digital Certificate
16. Laws in E-commerce
16.1. LOPD
16.2. LSSICE
16.3. Digital signature
Lab practices:
This activity will be conducted in a computer classroom. It will include 15 sessions of 2 hours each. Students then present the results required for each of the practices.

5.4.Course planning and calendar

The timing of the subject, will be defined by the center in the academic calendar of the corresponding course.

5.5.Bibliography and recommended resources

- El libro del comercio electrónico / coordinador, Eduardo Liberos ; autores, Ignacio Somalo ... [et al.] . - 2 ed., reimp. Madrid : ESIC, 2011
- Electronic commerce: A managerial and social networks perspective / E. Turban, D. King, T.P. Liang, D. Turban London: PrenticeHall, 2012
- Korper, Steffano. The E-Commerce book: Building the E-Empire / S. Korper Massachusetts : Morgan Kaufmann, 2000
- Bussines Model Generation: A Handbook for Visionaries, Game Changers, and Challengers/ Osterwalder, Alexander; Pigneur, Yves. 1ª Edición. Wiley&sons , 2010
- Laudon, K.C.. E-Commerce 2016: Business, Techology, Society / Kenneth c. Laudon, Carol Traver. 12ª ed. London

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- Rodríguez Ardura, Inmaculada. Marketing.com y comercio electrónico en la sociedad de la información / Inma Rodríguez Ardura . - 3ª ed. Madrid : Pirámide, D.L. 2008
- Escribano Arrechea, Javier. Vender en Internet. Las claves del éxito / J. Escribano Madrid : Anaya, 2011
- Shirky, Clay. Excedente cognitivo /C. Shirky Madrid : Deusto, 2012