

## 30356 - E-Commerce

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	438 - Bachelor's Degree in Telecommunications Technology and Services Engineering
<b>ECTS</b>	6.0
<b>Course</b>	
<b>Period</b>	Second semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

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

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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 activities

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.Program

**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. Disadvantages.
- 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

#### **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 Performance 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.Planning and scheduling**

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, Stefano. 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, Technology, Society / Kenneth c. Laudon, Carol Traver. 12ª ed. London : Pearson Education, 2016
- Rodríguez Ardura, Inmaculada. Marketing.com y comercio electrónico en la sociedad de la información / Inma

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- 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