Universidad Zaragoza
1542

Year : 2018/19

30264 - Electronic Commerce

Syllabus Information

Academic Year:	2018/19
Subject:	30264 - Electronic Commerce
Faculty / School:	110 - 326 -
Degree:	439 - Bachelor's Degree in Informatics Engineering 443 - Bachelor's Degree in Informatics Engineering
ECTS:	6.0
Year:	443 - Bachelor's Degree in Informatics Engineering: 4 439 - Bachelor's Degree in Informatics Engineering: 4
Semester:	Half-yearly
Subject Type:	
Module:	---

General information

Aims of the course

Context and importance of this course in the degree

Recommendations to take this course

Learning goals

Competences

Learning goals

Importance of learning goals

Assessment (1st and 2nd call)

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

Methodology, learning tasks, syllabus and resources

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 EINA Laboratory Practices 2.03 or 2.04 (subject availability, "Ada Byron", building), while in the EUPT it tbc. 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

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.

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

1.2.1. Advantages

1.2.2. 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 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.

Course planning and calendar

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

Bibliography and recommended resources