



Year : 2018/19

30356 - E-Commerce

Syllabus Information

Academic Year:	2018/19
Subject:	30356 - E-Commerce
Faculty / School:	110 -
Degree:	438 - Bachelor's Degree in Telecommunications Technology and Services Engineering
ECTS:	6.0
Year:	
Semester:	Second semester
Subject Type:	Compulsory
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 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

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.
 - 1.1.1. 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.

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

- 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
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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