

## 30264 - Electronic Commerce

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30264 - Electronic Commerce

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura  
326 - Escuela Universitaria Politécnica de Teruel

**Degree:** 439 - Bachelor's Degree in Informatics Engineering  
443 - Bachelor's Degree in Informatics Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject type:**

**Module:**

### 1. General information

The main objective of the subject is to offer the student a real working perspective. To this end, in addition to outlining its technical qualities, will also examine complementary business issues. The tour begins with, how should address a business feasibility plan to establish a "roadmap" in its development and concludes with a series of details when sizing the entire infrastructure that minimizes minimize the negative consequences of incomplete planning.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations () Agenda (<https://www.un.org/sustainabledevelopment/es/>). specifically, the learning activities planned in this course will contribute to the achievement of targets 8.2 and 8.3 of Goal 8.

### 2. Learning results

Identify, model and pose problems from open situations. Explore and apply alternatives for its resolution.

Handle approximations.

Acquire a global vision of the main characteristics of e-commerce and be able to establish a business plan as an essential tool to position the company's project and determine its viability.

Be aware of the importance of achieving high levels of usability in the presentation of web functionalities and have sufficient criteria to grade the usability of specific web pages.

Know how to size the technological needs of a web business and allocate to each need a suitable technological solution for each need.

Have a solid criterion for the choice of a payment method according to the wide range of existing payment methods through the net.

Be capable of correctly designing an e-business based on its scalability and know how to guarantee its continuity.

Understand the rationale and motivations of current e-commerce legislation and how the elements of such legislation may affect different types of e-businesses.

### 3. Syllabus

UNIT 1. Introduction to e-commerce.

UNIT 2. Domain names

UNIT 3. Business models

UNIT 4. Business plans

UNIT 5. Entrepreneurship

UNIT 6. Information architectures

UNIT 7. Usability.

UNIT 8. Web project management

UNIT 9. Means of payment

TOPIC 10. Security  
UNIT 11. On-line advertising  
UNIT 12. Web analytics.  
UNIT 13. Web positioning.  
TOPIC 14. E-commerce hardware infrastructures  
UNIT 15. Implementation of e-commerce projects  
UNIT 16. Legislation applicable to electronic commerce

#### **4. Academic activities**

Lectures: 30 hours

Laboratory practices: 30 hours

Assessment tests. 5 hours

In addition, students have tutoring hours where they can consult any personal doubts that may have arisen.

#### **5. Assessment system**

They will consist of:

I. Mixed system, which is composed of the following evaluation activities:

- a) Evaluation of activities developed during the subject, which will be based on the qualification of the laboratory practices.
- b) Final written test.

II. Simple system, based exclusively on a global final test that will have two parts:

- a) the completion of the same final written test to which the students who have opted for the mixed system are submitted
- b) the completion of an additional exercise consisting of the practical development of elements explained and deployed during the laboratory practices of the subject.

The final grade of the global test will be obtained from the average of the grades of activities a) and b) (50% each) in any of the assessment systems used, being necessary that the result is 5.0 points or higher.

Notwithstanding the above, students will not pass the subject if they do not achieve a minimum grade of 4.5 out of 10 points in all evaluation activities used in any of the chosen systems.