Universidad Zaragoza

Academic Year/course: 2024/25

30264 - Electronic Commerce

Syllabus Information

Academic year: 2024/25
Subject: 30264 - Electronic Commerce
Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
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: Optional
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 minimize the negative consequences of incomplete planning.

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.

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. Business models

UNIT 3. Entrepreneurship

UNIT 4. Business plans

UNIT 5. Information architecture, usability and accessibility

UNIT 6. Means of payment

UNIT 7. Security

UNIT 8. On-line advertising and Seach Engine Optimization

UNIT 9. Web analytics.

UNIT 10. Legislation applicable to electronic commerce

UNIT 11. From the muses to the canvas: Infrastructure, implementation and management of e-commerce projects

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

There are two evaluation calls: June and July

The evaluation of the June call can be carried out through two different systems:

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

a) Evaluation of activities developed during the term, 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 assessment activities used in any of the chosen systems.

For the July call, only the simple system (II) will be used.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth