

Academic Year: (2017 / 2018)

Review date: 02-04-2017

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: MOLINA LOPEZ, JOSE MANUEL

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Chaffey, D. E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson, 2013
- Tapscott, D., Williams, A.D. Wikinomics: How Mass collaboration Changes Everything, Penguin, 2006
- Turban, E. y King, D. Electronic Commerce 2012 Global Edition, Pearson, 2012