Digital Commerce

**Academic Year:** (2018 / 2019)  
**Review date:** 20-05-2018

**Department assigned to the subject:** Department of Business Administration

**Coordinating teacher:** VIDAL SANZ, JOSE MANUEL

**Type:** Electives  
**ECTS Credits:** 3.0

**Year:** 1  
**Semester:** 2

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**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Fundamentals of E-Commerce  
2. Business Models and Concepts (such as Lead Generation, Marketplaces and Omnichannel models)  
3. Customer Service  
4. Advertising for E-Commerce  
5. Creating a Web Site  
6. Web Site Management  
7. Global E-Commerce  
8. Ethical, Legal, and Social Responsibilities in E-Commerce.

**ASSESSMENT SYSTEM**

The final grade will be assigned based on:

- Participation in-class discussion, quizzes and cases studies: 60%
- Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also applies.

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

**BASIC BIBLIOGRAPHY**

- Kenneth C. Laudon & Carol Guercio Traver  

- Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban  
  Electronic Commerce 2018: A Managerial and Social Networks Perspective, Springer, 2018

- Kenneth C. Laudon, Carol Traver  