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

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  