Digital Commerce

Academic Year: ( 2018 / 2019 )
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
- Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban Electronic Commerce 2018: A Managerial and Social Networks Perspective, Springer, 2018