Digital Commerce

Academic Year: (2020 / 2021) **Review date: 08-07-2020**

Department assigned to the subject: Business Administration Department

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
3. Advertising for E-Commerce
4. Creating a Web Site
5. Web Site Management
6. Global E-Commerce
7. 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 (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Kenneth C. Laudon & Carol Guercio Traver E-Commerce 2012: Business. Technology. Society., Pearson, 2012

- Kenneth C. Laudon & Carol Guercio Traver E-Commerce 2019: Business. Technology. Society., Pearson, 2019

- 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 E-Commerce 2016: Business. Technology. Society, Pearson Higher Ed., 2016