

Academic Year: (2021 / 2022)

Review date: 04-06-2021

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

OBJECTIVES

1. To understand the key concepts related to digital business and its application.
2. To understand the change in the paradigm that implies technological impact in the form to generate new business.
3. To identify the new concepts and tools needed to plan, do, act and control the new digital business.
4. To know the circumstances that led to the emergence of the digital economy;
5. Identify the typologies of different models used by digital businesses;
6. To understand the impact of new digital business models on existing market sectors;
7. To know and to analyze the emergence of new digital business sectors.

DESCRIPTION OF CONTENTS: PROGRAMME

Section I: Key Concepts for Digital Business

1. Introduction to DB.
2. A framework for DB.
3. E-environment.
4. Marketplace analysis.

Section II: Implementation the Model for DB

5. DB Strategy
6. Effect of Internet in Business.
7. Effect of Internet in the Buyer Behavior.
8. Managing DB infrastructure.
9. Digital Marketing: channels and communications.
10. Developing Business Intelligence.
11. Extensions

LEARNING ACTIVITIES AND METHODOLOGY

The format of the weekly teaching sessions includes lectures, group discussion and individual presentations variable combined week by week.

The main theoretical concepts will be presented by the lecturers throughout the course while students' participation is required in the discussion of selected (by the lecturers) cases and academic readings.

Micro-case studies to be analyzed in class

Case-study homework assignments to be presented and discussed in class

Homework assignments to be solved discussed in class

ASSESSMENT SYSTEM

Two parts of grading:

Continuous Assessment: The students' performance is evaluated through continuous assessment that defines the final mark based on the following criteria 60%:

- Class individual involvement / participation each week: 15%
- Digital Project (in teams) presentations will be in the last two weeks of semester: 30%
- Mid-term exam in the week 8: 15%

This continuous assessment is applied both in the ordinary and extraordinary call

Final Exam: We evaluate the global knowledge of the subject achieved and learned along the. Course. The grade is 40%, with a minimum of 4.

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

BASIC BIBLIOGRAPHY

- Allen, Jonathan P. Digital Entrepreneurship, Routledge, 2019
- Chaffey, Dave. Digital Business and E-Commerce Management, Pearson, 2015
- Coupey, Eloise. Digital Business: Concepts and strategies, Routledge, 2016