

Academic Year: (2023 / 2024)

Review date: 05-09-2023

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

SE1. FINAL EXAM. In which the knowledge and skills acquired throughout the course will be the global grading.

SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performances in debates, class presentations, exercises, practices, and homework throughout the course will be evaluated as follows:

- 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%

To pass this subject in the first call, you need to obtain a minimum grade of 4 points (out of 10) in the final exam.

Students who fail the marketing subject in the ordinary assessment are entitled to a retake exam in June. This exam is taken on campus. The grading is based on the general university regulations:

1. If the student did not follow the continuous evaluation: the final grade will be the one obtained in the retake exam.
 2. If the student followed the continuous evaluation: the retake call grading will be analogous to the ordinary call.
- However, the student has the right to be qualified only with the grade obtained in the retake exam if this option is more favorable.

% 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
- Gupta, Sunil Driving Digital Strategy A Guide to Reimagining Your Business , HARVARD BUSINESS REVIEW PRESS, 2020
- Wirtz, Bernd W. Digital Business and Electronic Commerce Strategy, Business Models and Technology, Springer, 2021