DENOMINACIÓN ASIGNATURA: DIGITAL BUSINESS		
GRADO: BUSINESS and TECHNOLOGY	CURSO: 2º	CUATRIMESTRE: 2º

SCHEDULING

WEEK	SESSION	CLASS CONTENT	GROUP (Marcar X)		Indicar espacio necesario distinto aula	STUDENT WORK DURING THE WEEKEND		
			LECTURE	SMALL		DESCRIPTION	DEDICATION (CLASS)	DEDICATION (OUTSIDE)
1	1	Introduction to Digital Business I	X			Study the theoretical contents of the class	1,5	2
1	2	Explanation of methodology of the subject		X		Discuss readings and solve cases (prepared beforehand)	1,5	
2	3	Marketplace analysis for e-commerce	X			Study the theoretical contents of the class	1,5	3
2	4	Introductory Cases and readings on market place analysis		X		Discuss readings and solve cases (prepared beforehand)	1,5	
3	5	Managing digital business infrastructure	X			Study the theoretical contents of the class	1,5	7
3	6	Cases and readings on the digital business infrastructures		X		Discuss readings and solve cases (prepared beforehand)	1,5	
4	7	E-environment	X			Study the theoretical contents of the class	1,5	7
4	8	Cases and readings on e-environment		X		Discuss readings and solve cases (prepared beforehand)	1,5	
5	9	Digital business strategy	X			Study the theoretical contents of the class	1,5	3
5	10	Cases and readings on digital business strategy		X		Discuss readings and solve cases (prepared beforehand)	1,5	
6	11	Supply chain management	X			Study the theoretical contents of the class	1,5	7
6	12	Cases and readings on Supply chain management				Discuss readings and solve cases (prepared beforehand)	1,5	
7	13	E-procurement	X			Study the theoretical contents of the class	1,5	7
7	14	**Midterm Exam 1**		X		Exam on contents of classes 1 to 10.	1,5	
8	15	Cases and readings on e-procurement	X			Study the theoretical contents of the class	1,5	3
8	16	Real-Cases Videos Discussion		X		Real-Cases Videos Discussion (prepared beforehand)	1,5	
9	17	Digital Marketing and customer relationship management	X			Study the theoretical contents of the class	1,5	6
9	18	Cases and readings digital marketing and customer relationship				Discuss readings and solve cases (prepared beforehand)	1,5	
10	19	Change management	X			Study the theoretical contents of the class	1,5	7
10	20	Cases and readings change management		X		Discuss readings and solve cases (prepared beforehand)	1,5	
11	21	Analysis and Design	X			Study the theoretical contents of the class	1,5	7
11	22	Cases and readings analysis and design		X		Discuss readings and solve cases (prepared beforehand)	1,5	
12	23	Digital busibness service implementation and optimization	X			Study the theoretical contents of the class	1,5	3
12	24	Cases and readings digital business service		X		Discuss readings and solve cases (prepared beforehand)	1,5	
13	25	Course Review	X			Study the theoretical contents of the class	1,5	3
13	26	Presentation of Real-Case Analyses		X		Student's presentation of their analyses of real cases	1,5	
14	27	Conference from a Practitioner	X			Study the theoretical contents of the class	1,5	3
14	28	Presentation of Real-Case Analyses		X		Student's presentation of their analyses of real cases	1,5	
SUBTOTAL							42	+ 68 = 110
15		Catching-up classes, handing-in any additional assignment, etc.						10
16-18		Activities to prepare the final exam					3	27
TOTAL								150