

DENOMINACIÓN ASIGNATURA: DIGITAL BUSINESS

GRADO: BUSINESS and TECHNOLOGY

CURSO: 3º/4º

CUATRIMESTRE: 1º

**SCHEDULING**

WEEK	SESSIO N	CLASS CONTENT	GROUP (Marcar X)		Indicar espacio necesario distinto aula	STUDENT WORK DURING THE WEEKEND		
			LECTURE	SMALL		DESCRIPTION	DEDICATIO N (CLASS)	DEDICATION (OUTSIDE)
1	1	Introduction to Digital Business I	X			Study the theoretical contents of the class	1,5	2
1	2	Exercise for understanding DB		X		Discuss readings and solve cases (prepared beforehand)	1,5	
2	3	A framework for DB	X			Study the theoretical contents of the class	1,5	3
2	4	Introductory Cases and readings on DB		X		Discuss readings and solve cases (prepared beforehand)	1,5	
3	5	E-environment	X			Study the theoretical contents of the class	1,5	7
3	6	Cases and readings on e-environment		X		Discuss readings and solve cases (prepared beforehand)	1,5	
4	7	Market place analysis	X			Study the theoretical contents of the class	1,5	7
4	8	Cases and readings on Market place analysis		X		Discuss readings and solve cases (prepared beforehand)	1,5	
5	9	<b>Mid-term nº 1</b>	X			<b>Exam on contents of classes 1 to 8.</b>	1,5	3
5	10	Discussion on Mid term 1.		X		Discuss r and solve exam 1	1,5	
6	11	Digital business strategy	X			Study the theoretical contents of the class	1,5	7
6	12	Cases and readings on digital business strategy				Discuss readings and solve cases (prepared beforehand)	1,5	
7	13	Effect of Internet in Business	X			Study the theoretical contents of the class	1,5	7
7	14	Cases and readings on Internet on business		X		Exam on contents of classes 1 to 10.	1,5	
8	15	Effect of Internet in buyer behavior	X			Study the theoretical contents of the class	1,5	3
8	16	Cases and readings on management buyer behavior		X		Real-Cases Videos Discussion (prepared beforehand)	1,5	
9	17	Managing digital business infrastructure	X			Study the theoretical contents of the class	1,5	6
9	18	Cases and readings on E-procurement				Discuss readings and solve cases (prepared beforehand)	1,5	
10	19	Digital Marketing	X			Study the theoretical contents of the class	1,5	7
10	20	Cases and reading on Digital Marketing		X		Discuss readings and solve cases (prepared beforehand)	1,5	
11	21	<b>Mid-term nº 2</b>	X			<b>Exam on contents of classes 11 to 20.</b>	1,5	7
11	22	Discussion on Mid term 2.		X		Discuss r and solve exam 2	1,5	
12	23	Developing Business Intelligence	X			Study the theoretical contents of the class	1,5	3
12	24	Cases and readings on Business Intelligence		X		Discuss readings and solve cases (prepared beforehand)	1,5	
13	25	Change management	X			Study the theoretical contents of the class	1,5	3
13	26	Cases and readings change management		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	Course Review		X		Student's presentation of their analyses of real cases	1,5	
<b>SUBTOTAL</b>							<b>42</b>	<b>+ 68 = 110</b>
15		Catching-up classes, handing-in any additional assignment, etc.						10
16-18		Activities to prepare the final exam					3	27
<b>TOTAL</b>							<b>150</b>	