

1. OVERVIEW

Subject area	E-commerce
Degree	Business Administration and Management
School/Faculty	Faculty of Social Science and Communication
Year	Fourth
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery mode	Online
Semester	First semester
Year	2024/2025
Coordinating professor	Isabel García Casado

2. INTRODUCTION

The subject area E-Commerce is part of the digital content of the degree in Business Administration and Management, and aims to broaden students' knowledge of creating business value through the use of digital platforms. In this subject area, students will explore the means available in the digital era in terms of marketing, based on an in-depth analysis of the factors involved in their development.

Students will learn the terms specific to e-commerce and the importance of e-commerce strategy within the marketing plan and the digital business model. Students will also be able to apply tools (email, social networks, artificial intelligence) to improve efficiency, and learn how to measure the achievement of objectives in this area. Finally, the importance of customer service centres and the most relevant legal aspects will be defined, so that students can plan a successful e-commerce strategy in line with consumer data.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

- Identify and understand new e-commerce terms and concepts.
- Understand the importance of e-commerce strategy within the company's marketing plan.

CON2. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

- Identify different online business models and online shop platforms.
- Identify the most relevant legal aspects of a remote sales process. Organic Law on Data Protection.

- Understand the importance of customer service centres as part of e-commerce strategy.
- CON5. Identify each stage of the process of economic transactions generated by digital content: management and assessment of the whole process of digital payments and collections, including all the agents involved, as well as elements such as fees and frequency of reporting and payments.

Abilities (HAB, by the acronym in Spanish)

HAB3. Apply practical consultancy actions in different areas of business management that are seen in the real business world.

- Manage the use of email as part of an online sales strategy.
- Analyse, interpret and control the results of an online sales strategy.

Skills (COMP, by the acronym in Spanish):

COMP03. Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management. COMP04. Analyse, integrate and assess the legal, sociocultural and economic information needed in different decision-making processes.

4. CONTENTS

This subject is organised into 6 learning units:

1. Fundamental Concepts of E-commerce
2. Strategic Analysis of E-commerce: Background, Evolution and Trends
3. Analysis of E-commerce in Spain
4. Remote Sales Strategy Within the Company's Marketing and Sales Plan
5. New Online Business Models Management of Online Shops
6. Email as a Tool for Sales Management and Communication

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

On campus mode

- Case studies
- Problem-based learning
- Project-based learning
- Lectures

Online mode:

- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning
- Lectures via online seminars
- Fieldwork (watching videos, accessing online records and registries)
- Simulation environments

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

Learning activity	Number of hours
Lectures	40h
Independent working	40h
Oral presentations	15h
Case studies and problem solving	10h
Group work	20h
Knowledge tests	3h
Tutorials	12h
Written reports	10h
TOTAL	150h

Online mode:

Learning activity	Number of hours
Online seminars	5h
Reading course material and consulting complementary resources	22,5h
Individual applied activities: problems, case studies, projects	35h
Collaborative applied activities	12,5h
Tutorials	17,5h
Self-assessment questionnaires and knowledge tests	7,5h
Autonomous learning	50h
TOTAL	150h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

Assessment system	Weighting
Knowledge tests	40%

Case studies, problem solving and project development	25%
Written reports	20%
Oral presentations	15%

Online mode:

Assessment system	Weighting
Knowledge tests	40%
Case studies, problem solving and project development	25%
Written reports	20%
Oral presentations	15%

To pass the subject area, you must achieve a minimum grade of 5 out of 10 in the knowledge test, and as the average grade for work submitted and the project.

Work submitted beyond the deadline will not be assessed at all (except in justified cases), nor will those that do not meet the requirements stipulated by the teacher.

To pass the subject area, students must achieve a weighted average grade of at least 5 out of 10 for all activities.

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you must achieve a grade higher than or equal to 5.0 in the knowledge test, in order to determine an average grade for all assessment activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1	Week 3
Activity 2	Week 6
Activity 3	Week 8
1st Knowledge test	Week 9
Activity 4	Week 13
Activity 5. Final project	Week 17
2nd Knowledge test	Week 18

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference work for the follow-up of this subject area is:

- Agencia Española de Protección de Datos (2018) Web Oficial de la AEPD. Información disponible en formato html en <https://www.aepd.es>
- EMPRENDE nueva herramienta de la Agencia Española de Protección Datos que persigue servir de apoyo a emprendedores y startups cuyos tratamientos se caracterizan por un fuerte componente innovador que hace uso de nuevas tecnologías. Disponible en <https://www.aepd.es/es/guias-yherramientas/herramientas/facilita-emprende>. [Consultado el 18 de septiembre de 2020].
- Boletín Oficial del Estado (1999) Ley Orgánica 15/1999, de 13 de diciembre, de protección de datos de carácter personal. Ministerio de la Presidencia y para las Administraciones Territoriales
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- Laudon, K. C. Y Laudon, J. P. (2015) Management Information Systems: Managing the Digital Firm (14ª Ed.) Upper Saddle River: Prentice Hall Press.
- Martínez Valverde, J. F, y Rojas Ruiz, F. (2017) Comercio Digital Internacional. Madrid: Paraninfo.

- Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.
- Quintero, J. A. J., del Aguila Obra, A. R., & Meléndez, A. P. (2000). Implicaciones estratégicas del comercio electrónico basado en Internet: modelos de negocio y nuevos intermediarios. Tribuna de Economía. 9
<http://www.ine.es/jaxi/menu.do?type=pcaxis&path=%2Ft37%2Fp201&file=inebase> &L=0 [Consultado el 18 de julio de 2019].
- Portal del emprendedor. Disponible en: <http://www.emprendelo.es> [Consultado el 18 de julio de 2019].
- RepTrack. Disponible en: <http://www.reputationinstitute.es/acerca-de-reputationinstitute/category/el-modelo-retrak> [Consultado el 18 de julio de 2019].
- Ventanilla única empresarial. Disponible en: <https://www.camara.es/creacion-deempresas/ventanilla-unica-empresarial-punto-de-atencion-al-emprendedor> [Consultado el 18 de julio de 2019].

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.