



## INTRODUCTION

### Course Description

This course examines the concepts, technology, and applications of e-commerce, and the activities required to operate such a business model.

- The course begins by setting the context for e-commerce within the domain of information systems. Then the course examines e-commerce in detail. It presents general concepts about e-commerce and demonstrates them with a case study. It explains characteristics and examples of B2C e-commerce and examines the rising of omnichannel commerce.
- This program discusses about the requirements and activities to start and operate an eCommerce, talking about product, logistics, branding, marketing, etc.
- Next, the course discusses about management and analytics to support business performance.

**Module in the Degree Program:** E-commerce | General Management and Strategy

**Year:** Second/ Third

**Semester:** Second

**Lecture schedule:** Tuesdays (Room 12) and Wednesday (Room 10) at 8:00am until the end of February

**Number of credits:** 3 ECTS

**Type of course:** Required subject

**Language:** English

**Instructors:** Joseba Carricas García de la Vega, course director ([jcarricasga@external.unav.es](mailto:jcarricasga@external.unav.es)).

**Office Hours:** *(please email to schedule an appointment)*

## COMPETENCES

SSOP7: Analyze the current trends in goal and/or strategy setting within a company

SSOP8: Develop objectives, strategies and/or projects in production, logistics or marketing

SSOP9: Identify new trends in marketing, operations and/or business models

SSOP10: Create practical cases that describe a company's strategy and the key factors of business competitiveness

SSOP11: Master project management and process analysis methodologies, as they are basic tools to take decisions in a company



## PROGRAM

**Module 1:** business model and business plan.

**Module 2:** brand, customers and marketing.

**Module 3:** platform & operations - product, logistics and payments.

**Module 4:** platform & operations - marketing execution and customer service.

**Module 5:** general management and analytics.

## EDUCATIONAL ACTIVITIES

### I. Classroom teaching activities

#### 1. Lectures

Lectures are given by the professor on the themes indicated in the syllabus with the help of the blackboard, power point presentations, videos and animation movies. The professor will post on ADI the power point presentation, the notes for each topic and some recommendations for further reading.

#### 2. Seminars (Required)

They include:

- Responses to student's questions by the professor and classmates.
- Presentation by the professor of current business models related to the course.
- Oral presentations by the students on topics and a business case proposed by the professor. Class will be divided into groups of 4-6 students each. Each group will prepare an oral presentation in which each group will talk for 4-6 min. At the end of the presentation the students will have to answer questions.

#### 3. One-to-one tutorials

Each student may have personal interviews with the professor to help him/her with personal study and learning.

#### 4. Evaluation

Exams to assess the successful accomplishment of the objectives

### II. Personal work

Students must understand themes covered early in the course to be able to comprehend information presented later in the course, and will have to be able to integrate material learned throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular times outside of class to work on the course material on a daily basis.

1. Students must read the assigned reading for a subject before the lecture covering that topic. Being familiar with topics beforehand will allow students to get the most out of the lecture.



2. Students should conduct personal study using the professor's notes, notes taken in lectures and recommended books if needed.

3. Students have to prepare oral presentations in English.

### Credits/hours distribution of the activities. 3 ECTS= 75 h (25 h/ECTS)

1. Lectures	0.8 ECTS	20 h	(26.7 %)
2. Seminars	0.3 ECTS	7 h	(10.0 %)
3. Evaluation	0.1 ECTS	2 h	(2.6 %)
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Total classroom activities	1.2 ECTS	29 h	(40 %)
4. On-to-one tutorials	0.02 ECTS	1 h	(10 %)
5. Personal work	1.8 ECTS	45 h	(50 %)
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Total	3 ECTS	75 h	(100 %)

## ASSESSMENT

There will be a final exam with questions taken directly from lectures, class discussions, and seminars.

A case project will be developed in groups and will be evaluated through two oral expositions and a written business plan.

To calculate the final grade, course performance and grading will be determined as follows :

- Final Exam 50%
- Project 30%
- Seminars 20%

Seminars will be graded taking into account the oral presentation (content and skills to communicate) and participation. Criteria for evaluation will be posted on ADI.

The project will be graded by two deliveries with oral presentation. Criteria for evaluation will be posted on ADI.

The final exam will be held in May.

### Criteria to pass the course

Students whose final grade is below 5 points or whose final exam is not approved, that is a final exam below 5 points, will not pass the course and will be graded as *Suspense*.

Students who do not take the final exam will not pass the course and will be graded as *No Presentado*.



# Universidad de Navarra

## HONESTY IS THE BEST POLICY

(Ethics Committee Provisions Against Plagiarism and Copying)

We value honesty. Without it, there can be no trust or any meaningful social relations. Therefore, the School expects honesty and fairness from all of its members: professors, non-academic staff, and students.

Dishonest behaviors will be sanctioned in accordance with the [University Norms on Student Academic Discipline of August 2015](#), and include lying, cheating in exams, and plagiarism in written work. We take such violations seriously. Depending on their gravity, these offenses will be dealt with by the Professor in charge of the subject, by the Dean of Students, and in very severe cases, by the Vice President for Student Affairs.

Sanctions include:

- formal warnings
- prohibition from entering University premises for a given period
- loss of admission rights to exams
- loss of scholarships
- A failing grade for the piece of work or the whole course

## JUNE

The same criteria.

## OFFICE HOURS

D. Joseba Carrica ([jcarricasga@external.unav.es](mailto:jcarricasga@external.unav.es))

- Despacho..... Edificio. Planta .....
- Previous meeting by e-mail

## BIBLIOGRAFÍA

Resources will be given along the course.