Universidad de Navarra

E-commerce B

Teaching guide 2026-27

RESENTATION.

Course description: This subject covers the specificities of an E-commerce vs a conventional business. The goal is to make students aware of the adjustments in mindset, value proposition, technology, operations, organization, people, marketing & commercial efforts necessary to make an E-commerce work. The subject has an eminently practical approach, where the understanding of most concepts will be pursued by working on real life cases. The weekly assignments will greatly determine the final grade of students.

Degree: Grado ADE con diploma General Management and Strategy.

Module in the Degree Program: Module 7: Elective. Subject 7.1: Specific Elective.

Number ECTS: 3.

Year: Third & Fourth. First Semester.

Type of course: Elective.

Professor: Ernesto Bravo *(ebravovilla@external.unav.es).*

Language: English.

Classroom: Aula 010 / Edificio Amigos.

Schedule: Wednesdays 7:00pm to 8:45pm.

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LEARNING OUTCOMES (Competences).

Basic Competences (Management).

BC2. Apply knowledge to work or vocation in a professional way and have the competences that are usually demonstrated by means of preparing and defending arguments and solving problems within their area of study.

GC4. To use independent critical reasoning on relevant topics in economics and business.

CEO16. Apply knowledge, skills, or competencies from the fields of economics and/or business in practical work settings.

CEO17. Possess complementary knowledge, skills, or abilities to the training in economics and/or business.

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PROGRAM.

Introduction: Basics & singularities of E-commerce. 2 sessions.

Case competition: Building an E-commerce. 7 sessions.

Expert at Work: Technology. 1 session.

Expert at Work: Growth. 2 sessions.

Failure Case: Familiados. 1/2 session.

Show what you learned: Pitching your case. 1/2 session.

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EDUCATIONAL ACTIVITIES.

CLASSROOM (30h).

1. Lectures by Professor (12h).

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. All the material will be available through ADI.

2. Lectures by External Guests (8h).

- Success / Failure cases presented by experts.
- Expert Knowledge lectures given by experts.

3. Analysis of team work (Case work) (8h).

The class will be divided in teams, and each team will make a brief pitch on who how to apply the specific area covered by the session topic, to a real case. After the pitches, there will be a discussion with the class and the professor will provide further insights to find the best solution. Teams must have prepared the sessions beforehand, and their contributions must be meaningful and sound. Teamwork is strongly required.

4. Evaluation (2h).

Exams or activities to assess the successful accomplishment of the objectives.

PERSONAL WORK (30h).

The evaluation of this subject is to happen on a continuous way. Thus, the students are expected to work weekly in order to be ready for the next session and be able to integrate all knowledge that is necessary to properly follow the subject. Falling behind is easy. Staying on top of things should roughly take one and a half hours of personal work plus one hour of teamwork per week.

1. Students must do research on given topics, that will allow them to bring valuable insights to their teamwork.

2. Students must contribute to their teams discussion and works, and be available to explain and discuss points of view with their teammates.

3. Every student will give al least a pitch presentation in front of the class.

TEAM WORK (14h).

Team work is a must. Students will be evaluated by the results of their teams, as well as by their own performance. All students are expected to contribute to the work of their teams in a weekly manner, so that teams can bring sound assessments to the class and have a meaningful discussion with other teams.

Universidad de Navarra

PERSONAL TUTORIALS (1h).

Available to students prior appointment.

EXPECTED DISTRIBUTION OF EFFORT // 3 ECTS = 75 h (25 h/ECTS).

1. Lectures by Professor 12h

2. Lectures by External Guests 8h

3. Analysis of team work in class 8h

4. Evaluation .....,... 2h

Total classroom ..... 30h // 1.2 ECTS (40 %)

5. Personal tutorials 1h

6. Team work 14h

7. Personal work 30h

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TOTAL 75h

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GRADING.

Class attendance is mandatory. Students who repeatedly fail to attend classes or teamwork sessions will fail the subject.

Every student will be graded from 0 to 10. The subject is designed for continuous evaluation. All students can attain a grade of 10 if they put down some hard work on a weekly basis. Teamwork quality, team members contribution, class participation and seminars will be the four main drivers of grading. They will mix to render the final grade, as follows.

- **Team assignments** (case work, the grades of your team) .... **6 points**
- **Lectures by guests** (attendance mandatory, 4 seminars, 0.5 points each) .... **2 points**
- **Peer review** (the grade your teammates will award you) .... **±2 points**
- **Golden point** (continuous evaluation, to be awarded by the professor for class attendance and participation) ... **1 point**

Guest lectures will be graded on the basis of attendance & participation. Attendance is mandatory and failure to attend one session will deduct 0.5 points from the final grade without exceptions (however justified the absence may be).

Peer review. All students will evaluate the work of their teammates during the semester. Hard work, meaningful contributions and good attitude will be rewarded. Outstanding evaluations of teammates will render up to one extra point in the student's final grade. Poor evaluations will deduct up to one point from the students final grade.

Golden point. Will be awarded by the professor on the basis of class attendance, class participation, and overall attitude. It is an extra point and thus, it is not necessary to attain a full score of 10 points.

SUCCESS OR FAILURE.

Students whose grades are below 5 after the regular classes period, have failed the subject and will have to report for the June examination.

Students whose grades are over 5, and want to improve them in December, will be granted the possibility to send a project that will affect their final grade in a range of ±2points.

JUNE'S EXTRAORDINARY CALL.

Those students who have failed the subject will be given the opportunity to take an exam in June. The exam will be designed to allow students to pass the subject with a maximum grade of 5 points.

The exam will consist of an E-commerce case to be solved in class by hand (no computers will be allowed). Your skill in solving the E-commerce case during 2 hours will be the only evaluation criteria.

SPECIAL NEEDS.

If you are a student with special needs that difficult your participation in some of the activities or final exam, the professor will make sure you can still take the course. We remind you that students with special educational needs must contact the Faculty/School's Study Coordinator in advance to obtain authorization for any necessary adjustments (for example, more time for exams). This authorization must be sent by the student to the professor. It is recommended that this be done at the beginning of the semester. **Beware: remote attendance is not available for this class.**

HONESTY IS THE BEST POLICY.

We remind you that any attempt at fraud, copying, plagiarism or other irregular behavior constitutes a serious infraction as contemplated in Title IV "Rules of academic discipline for students" within the System of rules on coexistence at the University of Navarra.

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 November 2022 , 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.

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TUTORIALS.

The professor is available for tutorials prior appointment via email.

Ernesto Bravo, **ebravovilla@external.unav.es**

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BIBLIOGRAPHY & RESOURCES.

Will be provided along the semester.