Universidad de Navarra

E-Commerce A

Teaching guide 2026-27

INTRODUCTION

This course provides a theory and project-based exploration of ecommerce businesses. It guides students through the required activities to start and operate ecommerce businesses, from niche discovery to traffic and revenue generation. Through the integration of theoretical frameworks, teamwork, case studies and practical tools, students will gain applied knowledge and insights in market research, product, branding, marketing, pricing, operations, logistics and performance analytics. Finally, a group pitch will simulate the process of presenting an ecommerce project to potential stakeholders.

Degree: Bachelor in Business Administration y General Management & Strategy Program

Module / subject matter: 7. Optativas / 7.2. Optativas específicas

ECTS: 3

Course and semester: Academic year 2026-2027. Second year, fourth semester

Type of course: Required subject

Professors: Jon Arbizu (jarbizua@external.unav.es) and Joseba Carricas (jcarricasga@external.unav.es)

Language: English

Office Hours: Please email to schedule an appointment

Classroom: S02 (Amigos Building). Updated information can be found in this link

Class schedule: Wednesdays, from 19:00 to 21:00 (updated information)

LEARNING OUTCOMES (Competencies)

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: Niche discovery and market research.

Module 2: Product and branding.

Module 3: Pricing, logistics and operations.

Module 4: Ecommerce growth. Marketing tactics.

Module 5: Management, teams and analytics.

Module 6: Ecommerce project.

EDUCATIONAL ACTIVITIES

I. Classroom teaching activities (29 hours).

1. Lectures by the professor: Most lectures will be given by the professor on the themes indicated in the syllabus with the help of the blackboard, PowerPoint presentations, videos and animated movies. All the material will be available on ADI.

2. Seminars and lectures by external guests (theory and case-based).

3. One-to-one tutorials: Each student may have personal interviews with the professor to support them in their individual study and learning.

4. Evaluation: Exams, activities or tests to assess the successful accomplishment of the objectives.

II. Personal work (45 hours).

Students are expected to understand the foundational concepts introduced early in the course, as these are essential for understanding more advanced subjects presented later. Throughout the course, students will be required to integrate knowledge across different topics. Regular in-class tests and activities will be conducted. Therefore, it is crucial that students keep up with the coursework and students should dedicate consistent time outside of class to review and engage with the material on a daily basis.

1. Students must read the assigned reading for each topic 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 %)

Total classroom activities 1.2 ECTS 29 h (40 %)

4. One-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

The final course grade will be based on two components (there will be no final exam):

- Group project and final presentation: 60%
- In-class exercises and assessments (group and individual): 40%

Students may earn up to an additional 10% (Golden Point) on their final grade for participation and contributions in class, at the discretion of the professors.

Criteria to pass the course

Final grades will be assigned on a scale from 0 to 10. Students who receive a final grade below 5 will not pass the course and will be graded as “Suspenso” (Fail). These students will have the opportunity to take an exam in June.

Students who fail to complete the project, do not attend classes and do not participate in in-class exercises, will not pass the course and will receive a grade of “No Presentado”.

JUNE

Those students who have failed the course 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 possible grade of 5 points.

STUDENTS WITH SPECIAL EDUCATIONAL NEEDS

We remind you that students with special educational needs must first contact the Faculty /School's Study Coordinator to obtain the authorization for the corresponding accommodations (for example, additional time for exams and tests). This authorization must then be submitted by the student to the professor. It is recommended that this process be completed at the beginning of the semester.

HONESTY IS THE BEST POLICY

ATTENTION: Please be reminded that any attempt at fraud, copying, cheating, plagiarism, or other irregular behavior constitutes a serious infraction, as established 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 "Rules of academic discipline for students", 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*

OFFICE HOURS

Professors will be available by appointment via email:

- Jon Arbizu (jarbizua@external.unav.es)
- Joseba Carricas (jcarricasga@external.unav.es)

BIBLIOGRAPHY

Resources will be provided throughout the course