

## TI2013 E-Commerce and Technology

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**CIP:** 520208 E-Commerce/Electronic Commerce.

**CL-L-U-CA-UDC:** 3-0-8-3-3.5

Discipline:

Information Technologies

School:

Engineering and Sciences

Academic Department:

Computing

Programs:

Prerequisites:

None.

Equivalences:

None.

Creditables:

SI00003

Course intention within the general study plan context:

This is an intermediate course with the intention to train persons to contribute to an increase in business competitiveness through knowledge of a new way of doing business, to be the change leader that support the projection of organizations in local, national and international markets using Internet technologies, and contribute to the formation of honest and responsible individuals, able to learn on their own, and to work either independently or in groups;

As a learning result the student will know how to develop the skills of analysis, synthesis and evaluation to take advantage of technological tools to facilitate e-commerce, use critical thinking and be respectful in their contributions on their work, in the solution of cases and in all course activities.

Course objective:

It is intended that, at the end of the course, the student should be able to:

1. Be familiar with the terms of electronic commerce
2. Recognize the technological infrastructure that enables electronic commerce and its implications for business

3. Identify and analyze the elements of trading mechanisms and associated processes that will be affected by e-commerce through the analysis of case studies.
4. Analyze how the processes are transformed by electronic commerce as a new alternative to generate value in an organization, through the discussion of issues related to these opportunities.
5. Identify the key aspects that are present to implement e-commerce strategies within the organization, through its application for aligning the management of Information Technology with the vision of the organization.
6. Know and understand the legal, security and privacy rules under which electronic commerce operates, analyzing the problems of local companies and proposing possible solutions.
7. Identify and exploit the opportunities created by this new business model, discussing the different approaches in the different organizational levels and justifying the benefit in the short and long term proper use of IT to achieve a competitive advantage.
8. Assess the importance of the integration of e-business elements in the proper use of technology

#### Course topics and subtopics:

##### Module I - E-Commerce business models and conceptual foundations

1. Key elements of E-Commerce
2. Business models for E-Commerce
3. B2C Retail and services
4. B2B Supply chain management
5. Social networks
6. Content providers and media

##### Module II - Building E-Commerce solutions

1. E-Commerce infrastructure
2. Building an C-commerce site
3. E-Commerce security and payment

##### Module III - E-Commerce marketing, advertising and social issues

1. Ethical, social and political issues
2. Marketing concepts
3. Marketing strategies and tools
4. Marketing communications
5. Metrics and tools
6. The future of technology

#### Specific learning objectives by topic:

##### MODULE I - Business models and conceptual principles of E-Commerce

1. Understand the key elements of E-Commerce
2. Understand the business models for E-Commerce
3. Recognize the basic elements of retailing and services B2C
4. Recognize the basic elements of supply chain management B2B
5. Understand the components, uses and effects of social networks
6. Identify the role of content providers and online media

##### MODULE II - Construction of E-Commerce solutions

1. Analyze the elements of infrastructure for electronic commerce
2. Understand the process of building E-Commerce sites
3. Identify the necessary safety elements in electronic commerce and payment

### MODULE III - E-Commerce marketing, advertising and social issues

1. Identify the ethical, social and political aspects of electronic commerce
2. Understand the concepts of digital marketing
3. Explain strategies and digital marketing tools
4. Recognize the components of marketing communications
5. Identify the metrics and tools used in digital marketing
6. Discuss the trends and future of technologies and its impact on organizations

Suggested methodologies and learning techniques:

Learning activities led by the professor:

1. Exposure of the theoretical framework that supports the key issues of the course: Electronic Commerce and Technology.
2. Support video recording by topic.

Learning activities the student will develop individual and/or group:

1. Reading the description of the topic in Blackboard
2. Watch the supporting videos developed by the teacher
3. Reading the textbook
4. Solution and discussion of cases
5. Preparation of a final project team
6. Development of individual exercises to reinforce the issues

Teaching and learning techniques:

Learning-oriented projects

Estimated timing per topic:

1 week per topic

Suggested evaluation policies:

Individual activities

quizzes	10%
individual exercises	10%
midterm exam	15%
final exam	15%
sub-total	50%

Group activities

case 1	10%
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case 2	10%
final project phase 1	5%
final project phase 2	10%
final project phase 3	15%
sub-total	50%
total	100%

Suggested Bibliography:

TEXT BOOKS:

\* Keneth C. Laudon, E-Commerce:Business,Technology, Society, 9th Edition, Prentice Hall, Inglés, 13:978-0132730358

BOOKS FOR CONSULTATION:

\* Efraim Turban, David King, Jae Lee and Dennis Viehland, Electronic Commerce A Managerial Perspective, Prentice Hall, Inglés, 0-13-009493-5

\* Daniel Amor, La (R) evolución E-Business, Prentice Hall, Español, 987-97892-5-3

\* Stephen P. Bradley and Richard L. Nolan, Sense & Respond: Capturing Value in the Network Era, Editorial Hardcover, Inglés, 0875848354

\* Ravi Kalajota and Andrew B. Whinston, Electronic Commerce a Manager´s Guide, Addison Wesley, Inc, Inglés, 0-201-88067-9

\* Huff, Wade, Schneberger, Cases in Electronic Commerce, 2nd. Edition, Mc Graw Hill, Inglés, 0-07-245731-7

\* Deitel, Deitel and Steinbuhler, E-Business & e-commerce for Manager, Prentice Hall, Inglés, 0-13-032364-0

Support material:

Academic credentials required to teach the course:

(520208)Master Degree in Electronic Commerce and (521201)Master Degree in Information Systems Management and (110101)Master Degree in Computer/Information Sciences and (110103)Master Degree in Information Technology. and (520208)Doctoral Degree in Electronic Commerce and (521201)Doctoral Degree in Information Systems Management and (110101)Doctoral Degree in Computer/Information Sciences and (110103)Doctoral Degree in Information Technology.

**CIP:** 520208, 521201, 110101, 110103

Language of Instruction:

English