

## Sílabo

### 142091 - Innovación y Gestión en Negocios Digitales

#### I. Información general

Nombre del Curso: Innovación y Gestión en Negocios Digitales

Código del curso: 142091

Departamento Académico: Administración

Créditos: 3

Horas Teoría: 2

Horas Práctica: 2

Periodo Académico: 2023-01-PRE

Sección: A

Modalidad: Presencial

Idioma: Inglés

Docente: KATHERINE LILIA VILLACORTA HOLGUIN

Email docente: kl.villacortah@up.edu.pe

#### II. Introducción

This course presents an up-to-date analysis of the management, innovation and information systems aspects of the use of e-business technology. It combines transaction cost economics with more than a decades experience of e-business development to discuss e-business trends and strategies. This is a management information systems course and not a technical course. It considers the organizational, managerial, technological and theoretical aspects of e-business and how these elements can be combined to produce innovation in business models, processes and products.

#### III. Logro de aprendizaje final del curso

This course is designed to give students an introduction to the key elements of digital strategy and how e-business growth and changed during last years. They will analyse critically assess relevant e-business models, using theories from business management and the social sciences. Understand the interaction between technological trends and the business and social context of e-business.

#### IV. Unidades de aprendizaje

##### Unid 1: Introduction of digital business models

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

1.1 Development of the business model concept

1.2 Importance of business model management for success

##### Unid 2: Classification of business models

**Logro de Aprendizaje / propósito de la unidad:**



**Contenidos:**

- 2.1 Integrated business models
- 2.2 Levels and objectives of business models
- 2.3 Business models, value chain, core assets and skills

**Unid 3: Digital business**

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

- 3.1 Digital business development.
- 3.2 Technology and infrastructure of digital businesses: Networks and the internet. Networking standards. The web. Web 2.0. Peer-to-peer networks. Cloud computing. Mobile computing and m-commerce. Digital infrastructures
- 3.3 Fundamentals of digital business: Security and privacy in the digital environment
- 3.4 Forces of digital development
- 3.5 Business models in digital markets

**Unid 4: B2C digital business models**

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

- 4.1 The content business model. Types of content business models. Case: Wikipedia
- 4.2 The trading business model. Types of trading business models. Case: eBay
- 4.3 The context business model. Types of context business models. Case: BING
- 4.4 The connection business model. Types of connection business models. Case: LinkedIn
- 4.5 Hybrid digital business models. Hybrid digital development. Case: Google

**Unid 5: B2B digital business models**

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

- 5.1 The procurement business model
- 5.2 The sales business model
- 5.3 The collaborative support business model
- 5.4 The service intermediation business model

#### Unid 6: Innovation in the digital business model

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

- 6.1 Introduction to business model innovation
- 6.2 Demarcation of business model innovation
- 6.3 Types and processes of business model innovation
- 6.4 Integrated approach to business model management

#### Unid 7: Marketing for digital businesses

**Logro de Aprendizaje / propósito de la unidad:**

**Contenidos:**

- 7.1 Instruments of Online Marketing.
- 7.2 The customer life cycle.

## V. Estrategias Didácticas

Lectures and constant participation: The contents will be explained and exemplified during classes, with the students participation while asking, discussing or presenting their assignments.

Learning through cases or real life examples or problems: analysis of a specific situation during classes and teamwork, with the aim of interpreting, diagnosing and solving it.

Group dynamics and teamwork: Learning through collaboration, via discussions or debates that will develop tolerance habits and an approach between divergent opinions.

## VI. Sistemas de evaluación

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Class Assessments	30			
1.1. Class participation	10			
1.2. Reading Test y Quiz	40			
1.3. Case analysis	30			



1.4. Presentations	20			
2. Midterm exam	30			
3. Final Exam	40			

## VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<b>Semana 1: del 20/03/2023 al 25/03/2023</b>			
<ul style="list-style-type: none"> <li>Unid 1: Introduction of digital business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Introduction</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Presentation, explanation of course, evaluation system.</li> <li>Group conformation</li> </ul>		
<b>Semana 2: del 27/03/2023 al 01/04/2023</b>			
<ul style="list-style-type: none"> <li>Unid 1: Introduction of digital business models</li> <li>Unid 2: Classification of business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 1</li> <li>Unid 2</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Case discussion</li> </ul>		
<b>Semana 3 con feriados el jueves 06, viernes 07 y sábado 08: del 03/04/2023 al 08/04/2023</b>			
<ul style="list-style-type: none"> <li>Unid 2: Classification of business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 2</li> </ul> <p><b>Activity to perform:</b></p>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		
<b>Semana 4: del 10/04/2023 al 15/04/2023</b>			
<ul style="list-style-type: none"> <li>• Unid 3: Digital business</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Unid 3</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		
<b>Semana 5: del 17/04/2023 al 22/04/2023</b>			
<ul style="list-style-type: none"> <li>• Unid 3: Digital business</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Unid 3</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<b>Semana 6: del 24/04/2023 al 29/04/2023</b>			
<ul style="list-style-type: none"> <li>Unid 4: B2C digital business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 4</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Class discussion</li> </ul>		
<b>Semana 7: del 01/05/2023 al 06/05/2023</b>			
<ul style="list-style-type: none"> <li>Unid 4: B2C digital business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 4</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Class discussion</li> <li>Review for Midterm Exam</li> </ul>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<b>Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023</b>			
<ul style="list-style-type: none"> <li>Unid 1: Introduction of digital business models</li> <li>Unid 2: Classification of business models</li> <li>Unid 3: Digital business</li> <li>Unid 4: B2C digital business models</li> </ul>	Midterm Exam		
<b>Semana 9: del 15/05/2023 al 20/05/2023</b>			
<ul style="list-style-type: none"> <li>Unid 5: B2B digital business models</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 5</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Class discussion</li> </ul>		
<b>Semana 10: del 22/05/2023 al 27/05/2023</b>			
<ul style="list-style-type: none"> <li>Unid 5: B2B digital business models</li> <li>Unid 6: Innovation in the digital business model</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Unid 5</li> <li>Unid 6</li> </ul> <p><b>Activity to perform:</b></p>		



Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		
<b>Semana 11: del 29/05/2023 al 03/06/2023</b>			
<ul style="list-style-type: none"> <li>• Unid 6: Innovation in the digital business model</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Unid 6</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		
<b>Semana 12: del 05/06/2023 al 10/06/2023</b>			
<ul style="list-style-type: none"> <li>• Unid 7: Marketing for digital businesses</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Unid 7</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>• Class discussion</li> </ul>		
<b>Semana 13: del 12/06/2023 al 17/06/2023</b>			
<ul style="list-style-type: none"> <li>• Unid 7: Marketing for digital businesses</li> </ul>	<p><b>Contents:</b></p>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<ul style="list-style-type: none"> <li>Unid 7</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Class discussion</li> </ul>		
<b>Semana 14: del 19/06/2023 al 24/06/2023</b>			
<ul style="list-style-type: none"> <li>Unid 1: Introduction of digital business models</li> <li>Unid 2: Classification of business models</li> <li>Unid 3: Digital business</li> <li>Unid 4: B2C digital business models</li> <li>Unid 5: B2B digital business models</li> <li>Unid 6: Innovation in the digital business model</li> <li>Unid 7: Marketing for digital businesses</li> </ul>	<p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Group presentation</li> <li>Teacher presentation</li> </ul>		
<b>Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023</b>			
<ul style="list-style-type: none"> <li>Unid 5: B2B digital business models</li> <li>Unid 6: Innovation in the digital business model</li> <li>Unid 7: Marketing for digital businesses</li> </ul>	<p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>Review for final exam</li> </ul> <p><b>Activity to perform:</b></p> <ul style="list-style-type: none"> <li>Class discussion</li> </ul>		
<b>Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023</b>			
<ul style="list-style-type: none"> <li>Unid 5: B2B digital business models</li> <li>Unid 6: Innovation in the digital business model</li> <li>Unid 7: Marketing for digital</li> </ul>	FINAL EXAM		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
businesses			

## VIII. Referencias bibliográficas

### Obligatoria

Chaffey, D (2015). *Digital business and e-commerce management: strategy, implementation and practice*. [Versión (Sixth edition)] Recuperado de .

Combe, C (2006). *Introduction to e-business: management and strateg*. [Versión (First edition)] Recuperado de .

Rothaermel, F (2017). *Strategic management*. [Versión (Third edition)] Recuperado de .