

Sílabo

170315 - E-Business y Mobile Commerce II

I. Información general

Nombre del Curso: E-Business y Mobile Commerce II

Código del curso: 170315

Departamento Académico: Ingeniería

Créditos: 4

Horas Teoría: 4

Horas Práctica: 0

Periodo Académico: 2023-01-PRE

Sección: A

Modalidad: Presencial

Idioma: Inglés

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II. Introducción

The course introduces the main concepts of e-business such as the required technology, infrastructure, including peer-to-peer networks, the application of cloud computing, the trends in mobile computing and m-commerce, and other digital infrastructures. Besides, the student will learn about the specific technology to develop an e-commerce or another web based business: hosting, domain and content management systems.

Furthermore, the course explores economic theories of e-business like switching costs and transaction costs, the ICT and disintermediation, and the most important myths of the dot.com boom.

Nowadays, it is extremely important to understand how the B2C and B2B models work, the behavior of the shopper and the each day more used onmi-channel retailing and sharing economy.

The course also introduces the fundamentals of digital marketing, like social media, email-marketing and SEO.

Complements this, the basic concepts of supply chain with information technology, and pricing strategies.

In addition, we study the modern organisation estructures, in permanent evolution, like the teleworking and mobile working, of fast growth in the last years; and finally, the security and privacy, so critical in e-business.

It is important to remark that the course is a combination of theory and practice, the students will have workshops of the most important tools in e-business like Similar Web, to analyze the competitors and to have important insights; Fan Page Karma to analyze the social networks of the moment: Instagram, Tik Tok and Facebook. Additionally, we will use WIX to build a complete e-commerce, focused on UX.

All these tools and the theory will be put in practice to develop, by teams, the final Project: the own e-business.

III. Logro de aprendizaje final del curso

Upon completion of the course, the student will be able to:

- Understand and select the required technology for an e-business
- Select the best organisational structure for an e-business
- Develop an e-business idea and model
- Build an e-commerce using a content management system
- Analyze the competitors: webpages and social media, using powerful tools like Similar web and Fanpage Karma, and get useful insights.
- Launch an email campaign in order to promote products and services.
- Organise the supply chain of an e-business
- Keep safe the e-business and customers

IV. Unidades de aprendizaje

Introduction and e-business models

Logro de Aprendizaje / propósito de la unidad:

Understand the fundamentals of e-business, and be able to do a Competitor Analysis and the definition of the Business Idea

Contenidos:

- Introduction to e-business y mobile commerce
- E-business models and monetization
- Segmentation and objective market, applied to e-business
- Business Model configuration

E-business technology and e-commerce

Logro de Aprendizaje / propósito de la unidad:

Provide a brief overview of the information and communications technology (ICT) underlying e-business, with focus on e-commerce.

Contenidos:

- Networks and internet. Web 2.0
- Peer-to-peer networks
- Application of cloud computing
- Mobile computing and m-commerce
- Digital infrastructures
- Ip and URL
- Domain
- Types of hosting
- Applications: Web, native, web progressive
- Content management system (CMS)
- Selection of CMS
- Tests, implantation, maintenance for CMS based E-commerce.

Business to consumer (B2C) and Economic Theories of E-business

Logro de Aprendizaje / propósito de la unidad:

Understand the most common economic theories applied to e-business, and the basic concepts of business-to-customer(B2C) e-business in order to develop and manage one

Contenidos:

- Network economics and critical mass
- Kinds of lock in
- Switching costs and Transaction costs
- ICT and disintermediation. Infomediaries
- Myths of the dot.com boom
- B2C Models
- Evolution from online catalogues
- B2C value proposition
- Digital products
- Shoppers and shopping habits
- Onmi-channel retailing
- The sharing economy

Management of e-business

Logro de Aprendizaje / propósito de la unidad:

Explore and apply the basics of marketing for e-business. Understand how supply chain management (SCM) works, in order to identify problems in e-business, and explore how information technology is used to improve their efficiency and management. Understand how different pricing strategies work in the digital economy, in order to fulfil the company's competitive goals. Understand the way in which organisations are changing their structures, using e-business technology, offering new opportunities in terms of where, when and how the work is carried out. And finally, explore the main concepts of e-business security and privacy, their importance, goals and the difference between the technical and socio-organisation aspects.

Contenidos:

Digital Marketing: SEO, Affiliate marketing, Social Media marketing, Viral Marketing, E-mail marketing campaigns

B2B: Markets and supply chain management, B2B Structures

Key attributes of e-marketplaces

Technological integrators. E-procurement

Pricing strategies: from fixed pricing to auctions

ICT and Dynamic prices

Traditional organisational forms and their problems. New organisation forms

Open source development, crowdsourcing and the sharing economy

Teleworking and mobile working. The use of social technologies within the organisation

Importance of e-business security. Goals of information systems security

Security controls and Threats

Managing e-business security. Information privacy concerns

V. Estrategias Didácticas

Work in teams is a must in class, each team comprised of four individuals.

Teams Presents and analyze real business cases

Final Project: working in teams, will develop an e-business idea

The active participation of the students is a must in class

Interactive presentation: The professor will explain the concepts but with the active participation of students with questions and analyzing the concepts..

VI. Sistemas de evaluación

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Presentations	40			<p>This grade will be determined based on the following components: 4 presentations (10% each one):</p> <ol style="list-style-type: none"> 1. E-business Model (week 4) 2. E-business Competitors Analysis (week 2) 3. E-commerce workshop (Week 6) 4. E-business Social Media Analysis (week 10) 5. E-mail Marketing Campaign (week 12) <p>All of them have a previous workshop, in order to have the knowledge and skills to better work each assignment.</p> <p>And 2 tests: Test 1 (Week 5) : Including the topics up to week 4 (25%) Test 2 (Week 13) : Including the topics between week 9 and 12 (25%)</p>



1.1. Final Exam	35	28/06/2023		
1.2. Midterm Assesment	25	03/05/2023	It's based on the development of an E-business: a mid-term submission	

VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 1: del 20/03/2023 al 25/03/2023			
• Introduction and e-business models			
Semana 2: del 27/03/2023 al 01/04/2023			
• Introduction and e-business models	<p>Be able to do a Competitor Analysis and the definition of the Business Idea</p> <p>i. Monetization models</p> <p>ii. Segmentation and objective market, applied to e-business</p> <p>iii. Business Model configuration</p> <p>iv. Web Analysis and Industry Research: Similar Web Workshop</p>		• Presentations
Semana 3 con feriados el jueves 06, viernes 07 y sábado 08 con feriados el sábado 8: del 03/04/2023 al 08/04/2023			
• E-business technology and e-commerce	<p>Provide a brief overview of the information and communications technology (ICT) underlying e-business, a panoramic view</p> <p>i. Networks and internet. Web 2.0</p> <p>ii. Peer-to-peer networks</p> <p>iii. Application of cloud computing</p> <p>iv. Mobile computing and m-commerce</p>		
Semana 4: del 10/04/2023 al 15/04/2023			
• E-business technology and e-commerce	<p>i. Digital infrastructures</p> <p>ii. Ip and URL</p> <p>iii. Dominio</p> <p>iv. Types of hosting</p> <p>v. Applications: Web, native, web progressive</p>		• Presentations

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 5: del 17/04/2023 al 22/04/2023			
<ul style="list-style-type: none"> E-business technology and e-commerce 	<p>Understand and select the best CMS for our e-commerce</p> <ol style="list-style-type: none"> Content management system (CMS) Selection of CMS Tests, implantation, maintenance for CMS based E-commerce. E-commerce Workshop 1 		<ul style="list-style-type: none"> Presentations
Semana 6: del 24/04/2023 al 29/04/2023			
<ul style="list-style-type: none"> Business to consumer (B2C) and Economic Theories of E-business 	<p>Understand the most common economic theories applied to e-business.</p> <ol style="list-style-type: none"> Network economics and critical mass Kinds of lock in Switching costs and Transaction costs ICT and disintermediation. Infomediaries Myths of the dot.com boom Social Media Analysis: Fan Page Karma Workshop 		<ul style="list-style-type: none"> Presentations
Semana 7: del 01/05/2023 al 06/05/2023			
<ul style="list-style-type: none"> Business to consumer (B2C) and Economic Theories of E-business 	<p>Understand the basic concepts of business-to-business (B2C) e-business</p>		<ul style="list-style-type: none"> Midterm Assesment

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	in order to develop and manage one. i. B2C Models ii. Evolution from online catalogues iii. B2C value proposition iv. Digital products v. E-commerce Workshop 2		
Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023			
	Midterm assement		• Midterm Assesment
Semana 9: del 15/05/2023 al 20/05/2023			
• Business to consumer (B2C) and Economic Theories of E-business	i. Shoppers and shopping habits ii. Onmi-channel retailing iii. The sharing economy		
Semana 10: del 22/05/2023 al 27/05/2023			
• Business to consumer (B2C) and Economic Theories of E-business	Marketing for e-business Explore and apply the basics of marketing for e-business i. Advertising and branding ii. New media marketing iii. SEO iv. Affiliate marketing v. Social Media marketing vi. Viral Marketing vii. E-mail marketing campaigns viii. E-mail marketing Workshop: Mailchimp		• Presentations
Semana 11: del 29/05/2023 al 03/06/2023			
• Management of e-business	Understand how supply chain		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<p>management (SCM) works, in order to identify problems in e-business, and explore how information technology is used to improve their efficiency and management.</p> <ul style="list-style-type: none"> i. B2B Markets and supply chain management ii. B2B Structures iii. Key attributes of e-marketplaces iv. Lean versus agile supply chain management v. Technological integrators vi. E-procurement 		
Semana 12: del 05/06/2023 al 10/06/2023			
<ul style="list-style-type: none"> • Management of e-business 	<p>Pricing and e-business</p> <p>Understand how different pricing strategies work in the digital economy, in order to fulfil competitive goals.</p> <ul style="list-style-type: none"> i. Pricing strategies: from fixed pricing to auctions ii. ICT and Dynamic prices iii. E-commerce workshop 3 		<ul style="list-style-type: none"> • Presentations
Semana 13: del 12/06/2023 al 17/06/2023			
<ul style="list-style-type: none"> • Management of e-business 	<p>New forms of organisation</p> <p>Understand the way in which organisations are changing their structures, using e-business technology, offering new opportunities in terms of where, when and how the work is carried out.</p>		<ul style="list-style-type: none"> • Presentations

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	i. Traditional organisational forms and their problems ii. Production relationships and outsourcing iii. New organisation forms iv. Open source development, crowdsourcing and the sharing economy v. Teleworking and mobile working vi. The use of social technologies within the organisation		
Semana 14: del 19/06/2023 al 24/06/2023			
<ul style="list-style-type: none"> Management of e-business 	Security and privacy Explore the main concepts of e-business security and privacy, their importance, goals and the difference between the technical and socio-organisation aspects. i. Importance of e-business security ii. Goals of information systems security iii. Security controls iv. Security Threats v. Managing e-business security vi. Information privacy concerns		
Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023			
<ul style="list-style-type: none"> Management of e-business 	Final Presentation All the teams present the Project worked along the course.		<ul style="list-style-type: none"> Final Exam
Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023			
	Final Exam		<ul style="list-style-type: none"> Final Exam

VIII. Referencias bibliográficas