IDENTIFYING DATA

Electronic commerce: Computing Elements

Subject	Electronic commerce: Computing Elements				
Code	V06G270V01806				
Study programme	(*)Grao en Comercio				
Descriptors	ECTS Credits		Choose	Year	Quadmester
	6		Optional	4th	2nd
Teaching language	Spanish				
Department					
Coordinator	González Dacosta, Jacinto				
Lecturers	González Dacosta, Jacinto				
E-mail	jdacosta@uvigo.es				
Web	http://www.faitic.uvigo.es				
General description	(*)Conceptos básicos d0 comercio electrónico e os seus tipos. Sitios Web e as suas tecnoloxías. Ferramentas para valorar sitios de comercio electrónico. Seguridade dla información e das operaciós no comercio electrónico. Aspectos informáticos da legislación sobre o comercio electrónico				

Competencies

Code	
A2	Students will be able to apply their knowledge and skills in their professional practice or vocation and they will show they have the required expertise through the construction and discussion of arguments and the resolution of problems within the relevant area of study.
A3	Students will be able to gather and interpret relevant data (normally within their field of study) that will allow them to have a reflection-based considered opinion on important issues of social, scientific and ethical nature.
A4	Students will be able to present information, ideas, problems and solutions both to specialist and non-specialist audiences.
A5	Students will acquire the learning skills that are required to pursue further studies with a high degree of independence.
B1	CG1. To acquire knowledge of management, instrumental techniques and the most advanced, innovative elements in the study of commercial activity with the purpose of using them in commerce.
B2	CG2. To apply the knowledge acquired in professional practice in the future, developing the conceptual and operative abilities of future business managers in the context of a dynamic global economy undergoing a continuous process of change and innovation.
B3	CG3. To compile, process and interpret social, economic and legal data that will allow one to give an informed opinion on relevant issues in the commercial field.
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.
B5	CG5. To acquire skills for leadership, independent learning, teamwork, motivation and flexibility, as well as for responsible and ethical behavior in order to deal appropriately with all the agents working in the organization and in the professional sphere.
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.
C24	CE24. To use the computer tools and the statistics, accounting, financial and marketing concepts and techniques for the production and interpretation of reports and for comprehensive planning and management: functions of the supply chain and delivery to the customer, commercial risk management, financial and accounting management, among others, through use of tools like web technologies, database management, electronic transmission of data, electronic commerce, CRM and integrated systems.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.

D1	CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).	
D2	CT2. Internet communication skills and use of multimedia tools.	
D3	CT3. Ability to learn and work independently, and work planning and organization skills.	
D4	CT4. Analysis, synthesis and critical-thinking skills.	
D5	CT5. Ability to apply the theoretical and practical knowledge acquired in the academic context, in particular to apply multidisciplinary knowledge and thinking.	
D6	CT6. Ability to make decisions and solve problems.	
D7	CT7. Ability to listen actively and skills for non-verbal communication, persuasion, negotiation and presentation.	
D9	CT9. Tolerance. Ability to appreciate different points of view.	
D11	CT11. Ability to adapt to new situations.	
D12	CT12. Creativity.	
D13	CT13. Ability to take on responsibilities and get fully involved at work.	
D15	CT15. Commitment to professional ethics.	
D16	CT16. Entrepreneurship.	
D17	CT17. Attention to detail, precision, striving for continuous improvement.	
D18	CT18. Ability to reflect on one□s own performance.	

Learning outcomes

Expected results from this subject	Training and Learning Results			
(*)	A2 A3 A4 A5	B1 B2 B3 B4 B5 B6	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18
(*)	A2 A3 A4 A5	B1 B2 B3 B4 B5 B6	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18

Contents

Topic	
1. Introduction e-commerce	1.1 Introduction
2. Technological infrastructure of e-commerce	2.1. Internet and world wide web 2.2. Creation of an e-commerce website 2.3. Online security and payment systems 2.4. E-commerce and social networks
3. Business concepts	3.1. Business intelligence 3.2. Marketing communications in e-commerce 3.3. Ethical, social and political issues in e-commerce 3.4 Legal issues in e-commerce

Planning

	Class hours	Hours outside the classroom	Total hours

Introductory activities	1	0	1
Presentation	12	25	37
Computer practices	20	37	57
Project	12	43	55

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	(*)Valoración dos coñecementos previos do alumno e explicación da metodoloxía a seguir o longo do curso.
Presentation	(*)Nestas sesións exporase aos alumnos os conceptos e metodoloxías necesarias para o coñecemento da materia
Computer practices	(*)Exercicios propostos polo profesor que os alumnos resolverán coa axuda do ordenador na aula de informática. Serán traballos individuais e en grupo.

Personalized assistance

Methodologies	Description
Computer practices	They are varied the estrategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.

Tests	Description
Project	They are varied the estrategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught.

Assessment

	Description	Qualification	Training and Learning Results	
Presentation	In this section described the works of theory realised by the students that will deliver in the terms fixed by means of the platforms that indicate along the course. Said works will be formed by a part in digital support (layout, development, etc) and another part of presentation by means of applications cloud.	35	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18

Computer practices	In this section will assess the attendance to practices in the classroom of computers with a minimum attendance of 80%	10	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18
Project	In this section, the realization of a project that encompasses the knowledge acquired in the subject is valued.	55	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18

Other comments on the Evaluation

Remembers to all the student the prohibition of the use of mobile devices or portable computers in exercises, practical and proofs, in fulfillment of the article 13.2.d) of the Statute of the University Student, relative to the duties of the student university, that establishes the duty of "abstain of the utilisation or cooperation in fraudulent procedures in the proofs of evaluation, in the works that realise or in official documents of the University".

Evaluation

The student will be able to choose the system of evaluation that wishes was him applied in the matter. For this has to to opt by the continuous evaluation (by defect) or a final examn only previous renunciation to the continuous evaluation.

* Continuous evaluation

To surpass this evaluation is necessary that the student obtain a minimum punctuation of 50% of the total of the matter and besides that in the sections: "Presentation" and "Project" it is necessary to obtain a minimum punctuation of 30% of the maximum punctuation of said proof.

* Only final examination
To surpass this evaluation it is necessary that the student obtain a minimum punctuation of 50% of the total of the subject. This exam will consist of two parts: a test of short answers (40%) on the theory part and the presentation of a project made upon request and assignment by the teacher (60%) for which it is necessary to obtain a minimum score of 30% of the maximum punctuation of said proof.

Will realise an examination in the date fixed by the centre when finalising the quarter and another in the month of July whose punctuations will be of 100% of the matter, except those students that have opted by the continuous evaluation that only will assist with the part that have not reached the minimum.

Participation in complementary activities

Provided that the student has passed the subject according to the criteria described above, will be added to the grade that has obtained a maximum of 1 point for participation in certain external activities that eventually take place during the semester in which the subject is taught , and that the teachers of this subject consider of interest. It may be activities

organized by the center, the university, or other entities, such as visits to companies, talks, round tables, conferences, workshops, seminars or similar.

For this, the subject teachers will communicate previously to the students by the usual means (in classroom hours or by Faitic) those activities in which the participation will mean an increase of the grade. The participation in each activity will be rewarded with 0.25 points, and up to a maximum of 1 point; in any case the final grade of the subject can not exceed the maximum of 10.

The students must provide a document accrediting their participation in each activity that they want to be counted in the periods indicated by the person who coordinates the subject. In the case of activities organized by the center, it will be responsible for collecting this information and transfer it to the faculty.

Sources of information
Basic Bibliography
Complementary Bibliography
Adigital, **Libro blanco del comercio electrónico**, 2013,
Agencia Española de Protección de datos, **Guías y herramientoas**, 2018,
Tanenbaum, Andrew, **Redes de computadores**, 2003,
Silberschatz, A, **Fundamentos de bases de datos**, 2011,
Ramez Elmansri; Shamkant B. Navathe, **Fundamentos de Sistemas de Bases de Datos**, 2008,
Laudon, Kenneth, **E-Commerce 2015: Business, Technology, Society**, 2014,
Ordóñez, Jordi, **Blog de Jordiob**,
Prestashop, **Blog de E-commerce**,
Laudon, Kenneth, **E-comerce 2013: Negocios, tecnología y sociedad**, 2014,
Chaffey, Dave, **Marketing Digital. Estrategia, Implementación y práctica**, 2014,
Varios, **Transformación Digital**, 2016, The Valley Business School, 2016

Recommendations

Subjects that it is recommended to have taken before

IT applied to commercial management/V06G270V01307

Other comments

Those students that can not assist to class by reasons of work or have dispenses of assistance, will have to put in contact with the professors to principle of course to end to arbitrate the necessary measures so that they can realise continuous evaluation.

1.- Like support to the teaching, will use platforms of virtual learning

2.- It is convenient that the student activate the account of email that provides him the Univerity of Vigo.

3.- Also for the follow-up of the matter, is indispensable to have an Gmail/Microsoft account