



ELECTRONIC COMMERCE

Objectives and Methodology

This course will introduce you to many business uses of the Internet. There are plenty of active exercises with which to explore the Net.

You will study in deep about the distribution and payments methods in Internet. You will have to do a term paper about an e-commerce website and you will have to read some articles related to digital markets and interactive home shopping.

Each week one of you will explain to the rest about one case study.

Program

1. E-Commerce: general view
 - 1.1. Definition
 - 1.2. E-commerce steps and activities
 - 1.3. E-commerce parties
 - 1.4. EDI and E-commerce
 - 1.5. Internet security

- 1.6. Payment methods
- 1.7. E-commerce volume
- 2. Distribution channel
 - 2.1. Intermediation, disintermediation and reintermediation
 - 2.2. Internet Intermediates functions
- 3. Intermediates types
 - 3.1. Commerce communities
 - 3.2. Retailers and infomediators in particular environments
 - 3.3. Infomediators
- 4. Virtual establishment
 - 4.1. Competitive advantages
 - 4.2. Merchandising
 - 4.3. Physical distribution strategies
 - 4.4. New challenges

Recommended Bibliography:

There is not an specific guide or manual for this course, At each module internet addresses and manuals will be provided to complement each lecture.

ELECTRONIC COMMERCE

The final mark of the course "Electronic commerce" will be calculated on the basis of the following factors, that shall be weighed as described below:

Final Exam:	40%
Term paper:	30%
Presentation and class participation:	15%
Participation in virtual lectures	15%

September exam:

Final Exam:	70%
Presentation and class participation	15%
Participation in virtual lectures	15%