

## RAD 2401 - Comércio Eletrônico - E-commerce

Prof. Dr. Ildeberto Aparecido Rodello  
rodello@usp.br  
<http://www.fearp.usp.br/~rodello>



## Prof. Ildeberto Rodello (Beto)



■ Office: room 43 - C2 building

■ Attendance Schedule

□ Thursdays

□ 15h00 – 17h00

□ For other hours, appointments by email

■ 3315.0514



■ Ildeberto Rodello

## Course Objectives

- To define e-commerce through the Internet and the business virtual environment in the World Wide Web.
- To discuss the impact of the Internet on business strategies, mainly for small and medium companies.
- To analyze application of the Internet in business scenarios and its benefits for companies and their customers.

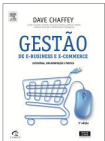
## Syllabus

- Fundamentals of
  - e-commerce, e-business, e-marketing
  - Some stats of Internet and e-commerce
- Competitive scenario in the digital age
- E-commerce business models
  - Companies-Customers
  - Companies-Companies
  - Inside companies
- Components of a e-commerce strategy
  - e-marketing business plan
  - Strategies for e-commerce (Organic, PPC, KPIs, etc.)
  - Inbound Marketing

## Readings



Turban, E.; King, D.; **Comércio Eletrônico: Estratégia e Gestão**; Prentice Hall, ISBN-10: 8587918095; 2004.



Chaffey, D.; **Gestão de E-Business e E-Commerce: Estratégia, Implementação e Prática**. Campus Elsevier. ISBN 978-85-352-4674-2. 5ª. Edição. 2014.

## Examination rules

- Exam: 60%
  - 1 formal exam
- Works/studies: 40%
  - On classroom and homework
  - Business plan with final presentation
    - Prototype
    - Canvas business model
    - Pitch model

## Schedule – Important dates

- 23/11 – Exam
- 30/11 – Final presentations

## Suport materials

- Readings
  - Exercises
  - Quizzes
  - News
  - Stats
  - Etc.
- <http://edisciplinas.usp.br>

## Social living



**Bom Senso**  
**Educação**  
**Respeito**



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 Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto  
Universidade de São Paulo

