

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

□ 14h00 – 16h00

□ 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
 - Online quizzes
 - Business plan with final presentation
 - Prototype
 - Canvas business model
 - Pitch model

Schedule – Important dates

- 18/06 – Exam
- 25/06 – Final presentations

Support materials

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

Social living



Bom Senso
Educação
Respeito



RAD 2401 - Comércio Eletrônico - E-commerce

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

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

USP