

SYLLABUS

Course code: RAD2401		
Version:		
Course name: E-Commerce		
Requirement:		
Unity: Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto		
Department: Business Administration		
Credits for classes: 2	Credits for Exercises: 0	Vagas:
Ativação: 01/01/2005	Desativação:	Carga Horária Total: 30
Type: Semester	Duração:	
Objectives: The main objectives are: <ul style="list-style-type: none"> a) To conceptualize e-commerce by the Internet and the virtual market created by the World Wide Web. b) To discuss the impact of the Internet on business strategies, mainly for small and medium companies. c) To analyze applications of Internet technology in business and its benefits for companies and their customers. 		
Responsible: Prof. Dr. Ildeberto Aparecido Rodello		
Abstract: The course aims at clarifying the importance of the interaction of companies with the globalized world, as well as its insertion through the Internet and the impact on the business strategies.		
Contents: <ul style="list-style-type: none"> Fundamentals <ul style="list-style-type: none"> - What is e-commerce? - Internet and e-commerce stats Competitive scenario in digital age E-commerce applications <ul style="list-style-type: none"> - Business – consumer applications - Business applications - Other applications Components of e-commerce strategies <ul style="list-style-type: none"> - Fundamentals of Inbound Marketing - Search engine marketing - Search engine optimization 		
EXAMINATION		
Method: Traditional classes, case studies and colaborative (group) works.		
Rules: Exam: 60% Other activities: 40% - Case studies and diverse exercises		

Norma de Recuperação:

Estará apto a efetuar a prova de reavaliação o aluno que tiver como média final na disciplina uma nota igual ou superior a três (3,0) e inferior a cinco (5,0), e tiver, no mínimo, 70% (setenta por cento) de frequência às aulas. O cálculo de uma média aritmética simples será feito com a nota da prova de reavaliação e a média final obtida pelo aluno na disciplina. Se esta média resultar em nota igual ou superior a cinco (5,0), o aluno será aprovado.

REGRA DO DEPARTAMENTO

Bibliography:

Fundamental

LAUDON, K.C.; TRAYER, C. G. Ecommerce. Business. Technology. Society. 10 edition. Pearson. 2014. ISBN 10: 0-13-302444-X

Supplementary

Videos

Adwords Youtube channel

- https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg
- Videos available on Stoa

Hubspot Academy

- <https://academy.hubspot.com/>
- Videos about Inbound Marketing
- Available on Stoa

SCHEDULE

CLASS #	DATE	SUBJECT	Learning strategy	Bibliography
01	26/02	Course overview <ul style="list-style-type: none"> - Syllabus, assessment rules, bibliography, readings and classes dynamics Fundamentals on e-commerce: <ul style="list-style-type: none"> - Overview of topics - Overview of opportunities - Benefits and limitations 	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Readings - Quizz on Stoa 	Fundamental (1). Chapter 1
02	05/03	Fundamentals on e-commerce: <ul style="list-style-type: none"> - Technological Infrastructure - Classifications and types - Business models and economic impact E-commerce applications <ul style="list-style-type: none"> - Business – consumer applications - Business applications - Other applications 	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Readings - Quizz on Stoa 	Fundamental (1). Chapter 2
03	12/03	Competitive scenario in digital age <ul style="list-style-type: none"> - Market behaviour on digital age - Internet and e-commerce stats 	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Internet search - Presentation 	http://www.internetworldstats.com/
04	19/03	Invited lecture	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Lecture Report 	
	26/03	No classes	a	
05	02/04	Invited lecture	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Lecture Report 	
06	09/04	Components of e-commerce strategies Fundamentals of Inbound Marketing	Group <ul style="list-style-type: none"> - Discussions Individual <ul style="list-style-type: none"> - Readings 	Hubspot Academy Videos

			- Quizz on Stoa	
07	16/04	Components of e-commerce strategies - Fundamentals of inbound Marketing	Group - Discussions Individual - Readings Quizz on Stoa	Hubspot Academy Videos
08	23/04	Invited lecture -	Group - Discussions Individual - Lecture Report	
	30/04	No classes		
09	07/05	Components of e-commerce strategies - Search engine marketing and Search engine optimization concepts	Group - Discussions Individual - Readings - Quizz on Stoa	
10	14/05	Components of e-commerce strategies - Search engine optimization (SEO) techniques	Group - Discussions Individual - Readings - Quizz on Stoa	Google Adwords Video Tutorials
11	21/05	Invited lecture -	Group - Discussions Individual - Lecture Report	
12	28/05	Hollyday		
13	04/06	Components of e-commerce strategies - Search engine marketing (SEM) - Introduction to google adwords	Group - Discussions Individual - Readings - Quizz on Stoa	Google Adwords Video Tutorials
14	11/06	Components of e-commerce strategies - Search engine marketing - Google adwords techniques	Group - Discussions Individual - Readings - Quizz on Stoa	Google Adwords Video Tutorials
15	18/06	Examination		
16	25/06	Final Presentation Pitch (15 minutes)		

		Business plan (canvas model) Application prototype		