

RAD 2401

- Comércio Eletrônico
- E-commerce

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Prof. Ildeberto Rodello (Beto)



- Office: room 43 - C2 building
- Attendance Schedule
 - Tuesdays
 - 09h00 – 11h00
 - 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 (www).
- 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
 - Definition of e-commerce and its issues
 - Description and classifications
 - Internet and e-commerce stats worldwide
- Competitive scenario in digital age
 - Strengths, weaknesses, threats and opportunities
- E-commerce applications
 - Business – consumer applications
 - Business applications
 - Other applications and digital business models

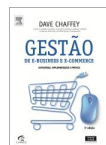
Syllabus

- Components of e-commerce
 - Conceptual model (software and hardware)
 - Technological infrastructure and platforms issues
- Components of e-commerce strategies
 - Fundamentals of Inbound Marketing
 - Search engine marketing
 - Search engine optimization

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
 - Final presentation
 - Prototype of an e-commerce proposal
 - Pitch model

Schedule – Important dates

- 06/06 – Exam
- 30/05 and 13/06 – Final presentations

Support materials

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

Social living



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