



**RAD 2401**  
**- Comércio Eletrônico**  
**- E-commerce**

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

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

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**Prof. Ildeberto Rodello (Beto)**



- Office: room 43 - C2 building
- Attendance Schedule
  - Wednesdays
  - 14h00 – 16h00
  - For other hours, appointments by email
- 3315.0514



   ■ Ildeberto Rodello

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**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.

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**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

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## Syllabus

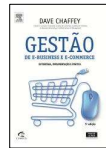
- Components of e-commerce
  - Conceptual model (software and hardware)
  - Technological infrastructure and platforms issues
- Components of e-commerce strategies
  - Fundamentals of Inbound Marketing
  - Search engine marketing
  - Search engine optimization

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## 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.

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## Examination rules

- Exam: 60%
  - 1 formal exam
- Works/studies: 40%
  - On classroom and homework
  - Online quizzes
  - Presentations

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## Schedule – Important dates

- 09/06 – Assessment

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## Suport materials

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

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## Social living



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