

## SYLLABUS

<b>Course code:</b> RAD2401		
<b>Version:</b>		
<b>Course name:</b> E-Commerce		
<b>Requirement:</b>		
<b>Unity:</b> Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto		
<b>Department:</b> Business Administration		
<b>Credits for classes:</b> 2	<b>Credits for Exercises:</b> 0	<b>Vagas:</b>
<b>Ativação:</b> 01/01/2005	<b>Desativação:</b>	<b>Carga Horária Total:</b> 30
<b>Type:</b> Semester	<b>Duração:</b>	
<b>Objectives:</b> The main objectives are: <ul style="list-style-type: none"> <li>a) To conceptualize e-commerce by the Internet and the virtual market created by the World Wide Web.</li> <li>b) To discuss the impact of the Internet on business strategies, mainly for small and medium companies.</li> <li>c) To analyze applications of Internet technology in business and its benefits for companies and their customers.</li> </ul>		
<b>Responsible:</b> Prof. Dr. Ildeberto Aparecido Rodello		
<b>Abstract:</b> 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.		
<b>Contents:</b> <ul style="list-style-type: none"> <li>Fundamentals <ul style="list-style-type: none"> <li>- What is e-commerce?</li> <li>- Internet and e-commerce stats</li> </ul> </li> <li>Competitive scenario in digital age</li> <li>E-commerce applications <ul style="list-style-type: none"> <li>- Business – consumer applications</li> <li>- Business applications</li> <li>- Other applications</li> </ul> </li> <li>Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Fundamentals of Inbound Marketing</li> <li>- Search engine marketing</li> <li>- Search engine optimization</li> </ul> </li> </ul>		
<b>EXAMINATION</b>		
<b>Method:</b> Traditional classes, case studies and collaborative (group) works.		
<b>Rules:</b> 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.; TRAVER, 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](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	07/08	Course overview <ul style="list-style-type: none"> <li>- Syllabus, assessment rules, bibliography, readings and classes dynamics</li> </ul> Fundamentals on e-commerce: <ul style="list-style-type: none"> <li>- Overview of topics</li> <li>- Overview of opportunities</li> <li>- Benefits and limitations</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> <li>- Quizz on Stoa</li> </ul>	Fundamental (1). Chapter 1
02	14/08	Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Market behaviour on digital age</li> </ul> Internet and e-commerce stats	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- In class presentation</li> </ul>	<a href="http://www.internetworldstats.com/">http://www.internetworldstats.com/</a>
03	21/08	SEFEA- I Semana Empresarial da Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto.	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Internet search</li> <li>- Presentation</li> </ul>	
04	28/08	Fundamentals on e-commerce: <ul style="list-style-type: none"> <li>- Technological Infrastructure</li> <li>- Classifications and types</li> <li>- Business models and economic impact</li> </ul> E-commerce applications <ul style="list-style-type: none"> <li>- Business – consumer applications</li> <li>- Business applications</li> <li>- Other applications</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> <li>- Quizz on Stoa</li> </ul>	Fundamental (1). Chapter 2
	04/09	No classes		
05	11/09	Business plan for e-commerce <ul style="list-style-type: none"> <li>- Business model Generation (canvas model) overview</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> <li>- Quizz on Stoa</li> </ul>	Videos on Stoa
06	18/09	<b>Invited lecture</b>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> </ul>	Hubspot Academy Videos

			<b>Individual</b> - Lecture Report	
07	25/09	Components of e-commerce strategies - Fundamentals of Inbound Marketing	<b>Group</b> - Discussions <b>Individual</b> - Readings - Quizz on Stoa	Hubspot Academy Videos
08	02/10	<b>Invited lecture</b>	<b>Group</b> - Discussions <b>Individual</b> - Lecture Report	
09	09/10	Components of e-commerce strategies Seach engine marketing and Search engine optimization concepts	<b>Group</b> - Discussions <b>Individual</b> - Readings - Quizz on Stoa	
10	16/10	Components of e-commerce strategies - Search engine optimization (SEO) techniques	<b>Group</b> - Discussions <b>Individual</b> - Readings - Quizz on Stoa	Google Adwords Video Tutorials
11	23/10	Components of e-commerce strategies - Seach engine marketing (SEM) - Introduction to google adwords	<b>Group</b> - Discussions <b>Individual</b> - Readings - Quizz on Stoa	Google Adwords Video Tutorials
12	30/10	<b>Invited lecture</b>	<b>Group</b> - Discussions <b>Individual</b> - Lecture Report	
13	06/11	Components of e-commerce strategies - Seach engine marketing - Google adwords techniques	<b>Group</b> - Discussions <b>Individual</b> - Readings - Quizz on Stoa	Google Adwords Video Tutorials
14	13/11	Final Presentation Pitch (15 minutes) Business plan (canvas model) Aplication prototype	-	

15	20/11	<b>Examination</b>		
16	27/11	Final Presentation Pitch (15 minutes) Business plan (canvas model) Application prototype		