

## 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>Vacancies:</b>
<b>Ativação:</b> 01/01/2005	<b>Desativação:</b>	<b>Total time:</b> 30
<b>Type:</b> Semester	<b>Duration:</b> 15 weeks	
<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. The course provides both technological and business background for developing an e-commerce business plan.		
<b>Contents:</b> <ul style="list-style-type: none"> <li>Fundamentals <ul style="list-style-type: none"> <li>- Definition of e-commerce and its issues</li> <li>- Description and classifications</li> <li>- Internet and e-commerce stats worldwide</li> </ul> </li> <li>Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Strengths, weaknesses, threats and opportunities</li> </ul> </li> <li>E-commerce applications <ul style="list-style-type: none"> <li>- Business – consumer applications</li> <li>- Business applications</li> <li>- Other applications and digital business models</li> </ul> </li> <li>Components of e-commerce <ul style="list-style-type: none"> <li>- Conceptual model (software and hardware)</li> <li>- Technological infrastructure and platforms issues</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, distance learnig activities and colaborative (group) works.
<b>Rules:</b>	Exam: 60% Other activities: 40% - Case studies and diverse exercises
<b>Norma de Recuperação:</b>	<p>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.</p> <p><b>REGRA DO DEPARTAMENTO</b></p>
<b>Bibliography:</b>	<p><b>Basic</b></p> <ol style="list-style-type: none"> <li>1. LAUDON, K.C.; TRAVER, C. G. Ecommerce. Business. Technology. Society. 10 edition. Pearson. 2014. ISBN 10: 0-13-302444-X</li> </ol> <p><b>Supplementary</b></p> <p><b>Videos</b></p> <ol style="list-style-type: none"> <li>1. Adwords Youtube channel <ul style="list-style-type: none"> <li>- <a href="https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg">https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg</a></li> <li>- Videos available on Stoa</li> </ul> </li> <li>2. Hubspot Academy <ul style="list-style-type: none"> <li>- <a href="https://academy.hubspot.com/">https://academy.hubspot.com/</a></li> <li>- Videos about Inbound Marketing</li> <li>- Available on Stoa</li> </ul> </li> <li>3. The One-Hour Guide to SEO <ul style="list-style-type: none"> <li>- <a href="https://moz.com/learn/seo/one-hour-guide-to-seo">https://moz.com/learn/seo/one-hour-guide-to-seo</a></li> <li>- Videos about SEO</li> <li>- Available on Stoa</li> </ul> </li> </ol>

## SCHEDULE

CLASS #	DATE	SUBJECT	Learning strategy	Bibliography
01	18/02	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
	25/02	Hollyday – No classes		
02	03/03	Fundamentals on e-commerce: <ul style="list-style-type: none"> <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
03	10/03	Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Market behaviour on digital</li> <li>- Internet and e-commerce stats age</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>- In class presentation</li> </ul>	<a href="http://www.internetworldstats.com/">http://www.internetworldstats.com/</a>
	17/03	No Classes – preparation for online classes		
04	24/03	Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Market behaviour on digital</li> <li>- Internet and e-commerce stats age</li> </ul> Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Strengths, weaknesses, threats and opportunities</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>Discussions</li> <li>SWOT analisys</li> <li>exercise</li> </ul>	<a href="http://www.internetworldstats.com/">http://www.internetworldstats.com/</a> Lecture notes
05	31/03	Competitive scenario in digital age <ul style="list-style-type: none"> <li>- Strengths, weaknesses, threats and opportunities</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>Discussions</li> <li>SWOT analisys</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> </ul>	Lecture notes

	07/04	Hollyday – No classes		
06	14/04	Components of e-commerce <ul style="list-style-type: none"> <li>- Conceptual model (software and hardware)</li> <li>- Technological Infrastructure and platforms</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>	Lecture notes
	21/04	Hollyday – No classes		
07	28/04	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Search engine marketing and Search engine optimization concepts</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- In class activity</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> <li>- Quizz on Stoa</li> </ul>	Lecture notes Google Adwords Video Tutorials Videos(1)
08	05/05	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Fundamentals of Inbound Marketing</li> <li>- Fundamentals on Buyer Personas</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- In class activity</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> </ul>	Hubspot Academy Videos Video (2)
09	12/05	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Fundamentals of Search engine optimization (SEO) techniques</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- In class activity</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> </ul>	The One-Hour Guide to SEO Videos(3)
10	19/05	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Fundamentals of Search engine optimization (SEO) techniques and strategies</li> <li>- Basic concepts</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- In class activity</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> </ul>	The One-Hour Guide to SEO Videos(3)
11	26/05	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Search engine optimization (SEO) techniques and strategies</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- In class activity</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> <li>- Quizz on Stoa</li> </ul>	The One-Hour Guide to SEO Videos(3)
12	02/06	Components of e-commerce strategies <ul style="list-style-type: none"> <li>- Search engine optimization (SEO) techniques and strategies</li> </ul>	<b>Group</b> <ul style="list-style-type: none"> <li>- Discussions</li> <li>- Presentations</li> </ul> <b>Individual</b> <ul style="list-style-type: none"> <li>- Readings</li> </ul>	The One-Hour Guide to SEO Videos(3)

13	09/06	Components of e-commerce strategies Search engine marketing (SEM)	<b>Group</b> - Discussions - In class activity <b>Individual</b> Readings	Google Ads Video Tutorials Videos(1) Lecture notes
14	16/06	Components of e-commerce strategies - Search engine marketing - Google ads techniques Facebook ads fundamentals	<b>Group</b> - Discussions - Presentations <b>Individual</b> - Readings	Google Ads Video Tutorials Videos(1) Lecture notes
15	23/06	Components of e-commerce strategies - Search engine marketing - Google ads techniques - Facebook ads fundamentals	<b>Group</b> - Discussions - Presentations <b>Individual</b> - Readings	Google Ads Video Tutorials Videos(1) Lecture notes