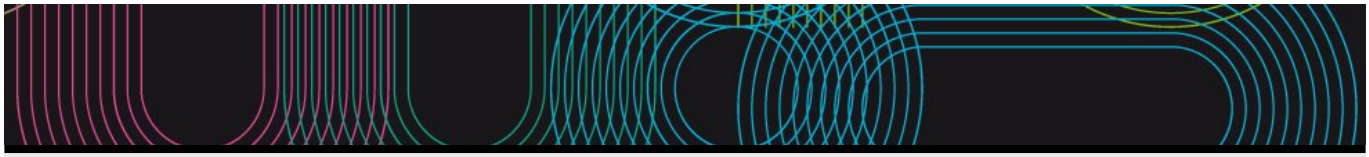

IDENTIFYING DATA				
New ICTs in E-commerce				
Subject	New ICTs in E-commerce			
Code	V06M101V02205			
Study programme	(*)Máster Universitario en Comercio Internacional - Presencial			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	2nd
Teaching language	Spanish			
Department				
Coordinator	García Rosello, Emilio			
Lecturers	Alves Martínez, Luís Fernando García Rosello, Emilio González Dacosta, Jacinto			
E-mail	erosello@uvigo.es			
Web	http://faitic.uvigo.es/			
General description				

Skills	
Code	
A5	Students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
B4	Proficiency in ICT related to international trade.
B5	Working in a team.
C14	Knowledge of electronic platforms and Internet markets. Mastery of electronic operations, and the collateral aspects of security, risks, and operating structures.
C15	Knowledge of the different data management applications and computer tools for electronic commerce.
C16	Obtaining and evaluating information on the Internet.
C17	Analysis of software, choice of systems and applications.

Learning outcomes	
Expected results from this subject	Training and Learning Results
Applied knowledge of ICT and Internet in e-commerce. Know, be able to evaluate and plan the use of different resources and Internet-based tools such as the Web, Web 2.0 tools, electronic markets, and electronic payment means in e-commerce.	A5 B4 B5 C14 C15 C16 C17

Contents	
Topic	
1. Overview of ICT and Internet in e-commerce.	ICT in e-commerce. The use of the Internet in commercial activity.
2. E-business models supported by ICT. ICT-based e-business models.	Types of business models based on the Internet and the intensive use of ICT.
3. The Web in the e-commerce: design, marketing and positioning in the Net.	Possibilities of the Web in the e-commerce. E-marketing. Technical aspects.

4. Internet based tools in e-marketing. Analysis tools.	Analysis of the digital reputation. Traffic analysis and monitoring.
5. Web 2.0 in e-commerce. Tools and services. Digital image and e-reputation.	The Web 2.0 paradigm. Influence on e-commerce. Tools and techniques. E-reputation.
6. ICT in B2B commerce. E-marketplaces and virtual business communities. E-logistics.	B2B Spaces. E-marketplaces. Influence of ICT in e-logistics.
7. e-banking. Fundamentals and services for e-commerce.	Introduction to e-banking. Services. Applications. Technical aspects.
8. Electronic transactions. Online payment . Security in transactions.	Types of electronic transactions. Types of online payment . Transaction security.
9. Data protection in e-commerce. Technical and legal aspects.	Introduction to data protection and its technical aspects.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	7	15.6	22.6
Project based learning	28	58.8	86.8
Objective questions exam	1	2.1	3.1

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	Teacher presentation of contents on the subject matter of study, theoretical bases and / or guidelines of a work, exercise or project to be developed by the student.
Project based learning	Students carry out a project or work in a given time, to solve a problem or to approach a task by means of the planning, design and realization of a series of evaluable activities or items. It will usually be done in teams (individual in case of non-attendees).

Personalized assistance

Methodologies	**Description**
Project based learning	The student will have continuous monitoring and personalized attention, through problem solving classes, case studies and debate, and regular control of the work done. In any teaching circumstance (face-to-face, online or mixed) the tutoring sessions may be carried out by telematic means (email, videoconference, FAITIC forums, ...) under the modality of prior agreement. As far as possible, these requests for tutoring will be attended in person within a maximum period of 3 business days.
Tests	**Description**
Objective questions exam	The student will have a continuous follow-up and a personalized attention, through the face-to-face classes, case studies, work, and regular control of the work done.

Assessment

	Description	Qualification	Training and Learning Results		
Project based learning	Students will carry out the realization of a project by carrying out a series of proposed evaluable works and activities. Each of these works and activities will be evaluated by the students, usually in work teams .	90	A5	B4 B5	C14 C15 C16 C17
Objective questions exam	Written test where you should answer short questions and / or test type, with single or multiple choices. They will cover all the contents of the subject.	10	A5	B4 B5	C14 C15 C16 C17

Other comments on the Evaluation

The above assessment is valid for **students who follow continuous assessment.** The conditions to be evaluated by continuous assessment are:

- For students in face-to-face mode: they must attend a minimum of 75% of the classroom hours.
- For online students: they must use the e-learning platform sufficiently assiduously (typically at least every 2 days) to be aware of the progress of the subject, as well as the appropriate and regular participation in online activities.

Those who do not meet these requirements will be considered not to follow the continuous assessment modality. Therefore

they will be assessed by the modality for students that don't follow the continuous assessment modality (see below).

Alternatively, a student who, despite complying with these conditions, does not want to be evaluated by continuous assessment may explicitly renounce in writing to the professor, before the 3rd week of teaching. Or, if during the course, he / she will documentary and sufficiently proof of an incidental cause that objectively prevents him from following the continuous assessment. Otherwise, any student who fulfills the described conditions will be assessed by continuous assessment.

In general, for the face-to-face or virtual students, evaluated by continuous assessment, who have fulfilled all the indicated requirements to eventually pass the subject by this way, the final grade N of the student will be obtained as:

N = 0.9 * A + 0.1 * B

Being:

- A the result of the weighted average (depending on the estimated workload) of the grades obtained in each activity or evaluable item of the section "problem-based learning".
- And B the note obtained in the section of Short answer tests

Both A and B will score between 0 and 10.

It shall be understood that the student passed if the final mark N is greater than or equal to 5 over 10.

It is also an essential requirement to be able to pass by continuous assessment to perform and deliver, within the deadlines set for each modality, all activities or items evaluable in part A and obtain a score equal to or greater than 4 out of 10 in each and every one of them (generally each module of the subject will consist of one or more evaluable items). Otherwise the subject will be automatically considered as not passed. There may be compulsory delivery activities but that will only be assessed as pass/ not pass, in which case it will be required to be delivered and evaluated as pass, but will not be considered for the calculation of the above-mentioned average A.

For students who follow the continuous assessment but who have not met some of the essential requirements described above to pass the subject in its corresponding modality (delivery of all activities or items evaluable within the deadlines, obtaining the minimum grade in all activities or evaluable items, having a final grade> = 5), the final grade N can never exceed 4.9 out of 10. Therefore, it will be calculated as:

N=minimum(0,9*A+0,1*B ; 4,9)

That is, as indicated in the formula, the final grade N will be the minimum of the values of (0.9 * A + 0.1 * B) and 4.9.

Students who do not follow the continuous assessment modality, as well as those who submit to the July exams or other extraordinary calls that may be established, will have to make and deliver, before the date of the exam, all the activities or evaluable items of the section of Problem-based learning that will be proposed in the subject. And take the Objective questions exam indicated in the Assesment section. In this case, the final grade will be:

N=0,65*A + 0,35 *B

being "A" the grade obtained in the activities of the section of Problem-based learning ; and "B" the grade obtained in the Objective questions exam.

In any case, it is strongly recommended for the student to inform the teacher about his/her intention to follow this modality, to receive the pertinent advices.

IN CASE OF DOUBT,DISCREPANCY, ERROR OF TRANSLATION, INCOMPLETITUDE, INTERPRETATION, OR SIMILAR, THE CONTENT SPEFICIED IN THE SPANISH VERSION OF THIS GUIDE WILL PREVAIL.

Sources of information
Basic Bibliography
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Complementary Bibliography

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, **Marketing 4.0**, John Wiley & Sons Inc, 2017

Recommendations

Other comments

Given the eminently practical nature of the subject, based on the development of competences that may require a certain training in time, and the consequent difficulty of evaluating these competences in a single exam, students are strongly advised to follow up on the mode of continuous assessment.

Guidance for the study:
- Attendance to face-to-face classes is important for students who opt for this option, given the methodological approach and the performance of group activities.
- Adequate planning for the respect of deadlines and schedules of activities is fundamental for the virtual students.
- The regular connection (every two days at least) to the e-elearning platform and participation in online group activities are considered fundamental for the monitoring of the subject in the virtual mode.

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===
Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===
The proposed methodologies will be maintained, making use of online environments for the development of teaching and to allow group work by students in those activities where it is required (Faitic, Remote Campus, online tools from Google, Microsoft, etc.).
The tutorials will be attended online through the remote Campus or other appropriate videoconferencing or online communication tools (Skype, email, chat, etc ...).

=== ADAPTATION OF THE TESTS ===

The proposed evaluation will be maintained. The deliveries of activities as well as the tests will be carried out online, mainly through the platforms of the University of Vigo (Faitic, Remote Campus, etc).

In the event of exceptional health circumstances that prevent the development of face-to-face sessions, the requirement for the in-person modality of attending a minimum of 75% of the face-to-face hours to be evaluated by continuous evaluation will be eliminated, being replaced by the following:

-For students in the in-person modality, to be evaluated by continuous evaluation, they must attend a minimum of 75% of the total hours of face-to-face teaching and virtual teaching in synchronous mode of the subject.