



## IDENTIFYING DATA

### Electronic commerce: Computing Elements

Subject	Electronic commerce: Computing Elements			
Code	V06G270V01806			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Rodríguez Damian, María			
Lecturers	Castro Rascado, Enrique Rodríguez Damian, María			
E-mail	mrdamian@uvigo.es			
Web	<a href="http://moovi.uvigo.gal/">http://moovi.uvigo.gal/</a>			
General description	Basic concepts of the e-commerce and his types. Websites and his technologies. Tools to value places of e-commerce. Security of the information and of the transactions in the e-commerce. Computer appearances of the legislation on the e-commerce			

## Training and Learning Results

Code	
A2	Students will be able to apply their knowledge and skills in their professional practice or vocation and they will show they have the required expertise through the construction and discussion of arguments and the resolution of problems within the relevant area of study.
A3	Students will be able to gather and interpret relevant data (normally within their field of study) that will allow them to have a reflection-based considered opinion on important issues of social, scientific and ethical nature.
A4	Students will be able to present information, ideas, problems and solutions both to specialist and non-specialist audiences.
A5	Students will acquire the learning skills that are required to pursue further studies with a high degree of independence.
B1	CG1. To acquire knowledge of management, instrumental techniques and the most advanced, innovative elements in the study of commercial activity with the purpose of using them in commerce.
B2	CG2. To apply the knowledge acquired in professional practice in the future, developing the conceptual and operative abilities of future business managers in the context of a dynamic global economy undergoing a continuous process of change and innovation.
B3	CG3. To compile, process and interpret social, economic and legal data that will allow one to give an informed opinion on relevant issues in the commercial field.
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.
B5	CG5. To acquire skills for leadership, independent learning, teamwork, motivation and flexibility, as well as for responsible and ethical behavior in order to deal appropriately with all the agents working in the organization and in the professional sphere.
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.
C24	CE24. To use the computer tools and the statistics, accounting, financial and marketing concepts and techniques for the production and interpretation of reports and for comprehensive planning and management: functions of the supply chain and delivery to the customer, commercial risk management, financial and accounting management, among others, through use of tools like web technologies, database management, electronic transmission of data, electronic commerce, CRM and integrated systems.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.

D1	CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).
D2	CT2. Internet communication skills and use of multimedia tools.
D3	CT3. Ability to learn and work independently, and work planning and organization skills.
D4	CT4. Analysis, synthesis and critical-thinking skills.
D5	CT5. Ability to apply the theoretical and practical knowledge acquired in the academic context, in particular to apply multidisciplinary knowledge and thinking.
D6	CT6. Ability to make decisions and solve problems.
D7	CT7. Ability to listen actively and skills for non-verbal communication, persuasion, negotiation and presentation.
D9	CT9. Tolerance. Ability to appreciate different points of view.
D11	CT11. Ability to adapt to new situations.
D12	CT12. Creativity.
D13	CT13. Ability to take on responsibilities and get fully involved at work.
D15	CT15. Commitment to professional ethics.
D16	CT16. Entrepreneurship.
D17	CT17. Attention to detail, precision, striving for continuous improvement.
D18	CT18. Ability to reflect on one's own performance.

### Expected results from this subject

Expected results from this subject		Training and Learning Results		
(*)	A2	B1	C24	D1
	A3	B2	C26	D2
	A4	B3		D3
	A5	B4		D4
		B5		D5
		B6		D6
				D7
				D9
				D11
				D12
				D13
				D15
				D16
				D17
				D18
(*)	A2	B1	C24	D1
	A3	B2	C26	D2
	A4	B3		D3
	A5	B4		D4
		B5		D5
		B6		D6
				D7
				D9
				D11
				D12
				D13
				D15
				D16
				D17
				D18

### Contents

Topic	
1. Introduction e-commerce	1.1 Introduction
2. Technological infrastructure of e-commerce	2.1. Internet and world wide web
	2.2. Creation of an e-commerce website
	2.3. Online security and payment systems
	2.4. E-commerce and social networks
3. Business concepts	3.1. Marketing communications in e-commerce
	3.2. e-Marketplaces
	3.3 Legal issues in e-commerce

### Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1

Presentation	12	25	37
Practices through ICT	18	35	53
Project	12	43	55
Objective questions exam	2	2	4

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

Methodologies	
	Description
Introductory activities	Assessment of the previous knowledges of the student and explanation of the methodology to be followed along the course.
Presentation	In these sessions will expose the different necessary subjects for the knowledge of the matter.
Practices through ICT	Exercises proposed by the professor that the students will resolve with the help of the computer in the classroom of computing. They will be individual works and in group.

Personalized assistance	
Methodologies	Description
Practices through ICT	They are varied the strategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught. In any teaching circumstance (classroom, online or mixed), the tutoring sessions may be carried out by telematic means (email, videoconference, Moovi forums, Virtual Office Remote Campus, ...) under the arrangement of prior appointment.
Tests	Description
Project	They are varied the strategies that put to disposal of the student to follow successfully the personalised development of the subject. During the realisation of the exercises, the student will be able to compare if his work is correct through comparative models. In group tutorials the student can go checking the evolution in the learning by means of feedback in the process, participating in the evaluation of the work realised. The student will also have self-assessment tests, in order to systematically reflect on the work done, the advances on the learned and the practical functionality of the contents taught. In any teaching circumstance (classroom, online or mixed), the tutoring sessions may be carried out by telematic means (email, videoconference, Moovi forums, Virtual Office Remote Campus, ...) under the arrangement of prior appointment.

Assessment					
	Description	Qualification	Training and Learning Results		
Presentation	In this section described the works of theory realised by the students that will deliver in the terms fixed by means of the platforms that indicate along the course. Said works will be formed by a part in digital support (layout, development, etc) and another part of presentation by means of applications cloud. Distributed in four deliveries throughout the term.	30	A2 A3 A4 A5	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18

Project	In this section, the realization of a project that encompasses the knowledge acquired in the subject is valued. Distributed in four deliveries throughout the term.	60	B1 B2 B3 B4 B5 B6	C24 C26	D1 D2 D3 D4 D5 D6 D7 D9 D11 D12 D13 D15 D16 D17 D18
Objective questions exam	Short questions related to the documentation made available to the student to establish the basic concepts.	10	A3 A5	B1 B3 B6	D1 D3 D4 D5

### Other comments on the Evaluation

All students are reminded of the prohibition of the use of mobile devices or laptops in exercises, practices and tests, in compliance with Article 13.2.d) of the University Student Statute, regarding the duties of university students, which establishes the duty to "refrain from using or cooperating in fraudulent procedures in evaluation tests, in the work performed or in official University documents".

### Evaluation

Students may choose the evaluation system they wish to be applied. By default, they are in the continuous evaluation, but may renounce this evaluation to submit a single global exam. The renunciation to the continuous evaluation can be done through the Moovi platform until the day before the first test or evaluable delivery or by means of the renunciation enabled by the faculty.

### Continuous evaluation

In order to pass this evaluation it is necessary that the student obtains a minimum score of 50% of the total of the subject and also in the sections "Presentation", "Project" and "Questions" it is necessary to obtain a minimum score of 30% of the maximum score in each section.

Students will form work teams and develop a project throughout the whole term. The development of the project will be done by deliveries, each delivery consists of the parts of the project developed, the corresponding documentation, and the presentation. This corresponds to the sections: "Project-Presentation". For each delivery the teacher will make available to the student all the requirements of the delivery, as well as the documentation and sources of information considered necessary to carry it out. Each group will make the delivery in digital format, and a presentation explaining the most relevant details of the work done.

The sum of all the deliveries and presentations will constitute 90% of the total grade. There will be a total of four deliveries with their respective presentations distributed throughout the term. The dates of each of them will be published in the Moovi platform. The deliveries have the following weightings: **10%, 40%, 20% and 20%**. The remaining **10%** will be obtained by the resolution of questionnaires in the Moovi platform, and corresponds to the "Questions" section.

### Global exam

In order to pass this evaluation it is necessary that the student obtains a minimum score of 50% of the total of the subject and obtains a minimum score of 30% of the maximum score of these tests. This exam will consist of two sections:

- Test of short answers and/or development questions (40%) on the theory part.
- Presentation of a project carried out upon request and assignment by the teacher (60%).

An exam will be held on the date set by the center at the end of the term whose scores will be 100% of the subject, except for those students who have opted for continuous assessment who will only attend with the part that has not reached the minimum.

### Participation in complementary activities

Provided that the student has passed the subject according to the criteria described above, a maximum of 1 point will be added to the grade obtained for participation in certain external or internal activities that may take place during the term in which the subject is taught, and that the faculty of this subject considers of interest. These may be activities organized by the center, the university, or other entities, such as visits to companies, lectures, round tables, conferences, workshops, seminars, or similar. To this end, the teachers of the subject will previously communicate to the students by the usual means (in face-to-face hours or by Moovi) those activities in which the participation will mean an increase of the grade. Participation

in each activity will be credited with 0.25 points, and up to a maximum of 1 point; in any case, the final grade of the subject may not exceed a maximum of 10. Students must provide a document accrediting their participation in each activity they wish to be counted within the deadlines indicated by the person coordinating the subject. In the case of activities organized by the center, the center will be responsible for collecting this information and transferring it to the teachers.

\*This didactic guide was originally written in Spanish and has been translated into other languages. If you have any doubts about its interpretation, please consult its Spanish version.

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## Sources of information

### Basic Bibliography

### Complementary Bibliography

Agencia Española de Protección de datos, **Guías y herramientas**, 2018,  
Andrew Tanenbaum, Nick Feamster, David Wetherall, **Computer Networks**, 2021,  
Antonio Postigo Palacios, **Bases de datos**, 2021,  
Chaffey, Dave y Fiona Ellis-Chadwick, **MChaffey: Digital Marketing**, 2022,  
Adigital, **Libro blanco del comercio electrónico**, 2013,  
Kenneth Laudon, Carol Traver, **E-commerce 2021-2022: business. technology**, 2021,  
Ordóñez, Jordi, **Blog de Jordiob**,  
Prestashop, **Blog de E-commerce**,  
Varios, **Transformación Digital**, 2016, The Valley Business School, 2016

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## Recommendations

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### Subjects that it is recommended to have taken before

IT applied to commercial management/V06G270V01307

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### Other comments

Those students that can not assist to class by reasons of work or have dispenses of assistance, will have to put in contact with the professors to principle of course to end to arbitrate the necessary measures so that they can realise continuous evaluation.

- 1.- Like support to the teaching, will use platforms of virtual learning (MOOVI)
  - 2.- It is convenient that the student activate the account of email that provides him the University of Vigo.
  - 3.- Also for the follow-up of the matter, is indispensable to have an Gmail/Microsoft account
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