COURSE DATA

Data Subject	
Code	36535
Name	E-Commerce & Digital Distribution
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Faculty of Economics	4	Second term

Subject-matter

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	29 - Comercio Electrónico y Distribución Digital	Optional

Coordination

Name	Department
TUBILLEJAS ANDRES, BERTA	43 - Marketing and Market Research

SUMMARY

The subject of Electronic Commerce and Digital Distribution is an optional subject of the fourth year of the Degree in Business Intelligence and Analytics (BIA). In this subject, the student will be introduced to the knowledge of digital distribution tools, allowing them to become familiar with basic concepts of electronic commerce and omnichannel. The student is provided with the knowledge, skills and abilities necessary to understand the online distribution of products and services and analyze the management of online user purchases to obtain relevant information for strategic decision-making of the company.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prior knowledge is required other than to access the degree. However, it is important to understand the elements that make up the distribution of organizations, previously analyzed in the Digital Marketing subject of the first year of the degree.
There are no restrictions with respect to other subjects in the fourth year.

OUTCOMES

1332 - Degree in Business Intelligence and Analytics

- Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.
- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.
- Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.
- Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.
- Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.
- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.
- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.
- Demonstrate skills for analysis and synthesis.
- Be able to analyse and search for information from diverse sources.
- Be able to learn autonomously.
- Be able to use ICT, both in academia and in professional practice.
- Be able to define, solve and present complex problems systemically.
- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

LEARNING OUTCOMES

ü Knowledge of digital distribution tools, allowing them to become familiar with basic concepts of electronic commerce and omnichannel

ü Develop online distribution of products and services

ü Be able to apply online purchase analysis

ü Apply the knowledge learned in each topic to the resolution of practical cases

ü Foster the analytical capacity of the student from the reading and discussion of specific articles on the contents of the program

DESCRIPTION OF CONTENTS

1. Electronic commerce

2. Analytics in electronic commerce

3. Digital distribution

4. Omnichannel

5. Sales Funnel Attribution

6. Logistics and delivery: e-logistics and customer service

7. Technologies and strategies

8. Immersive technologies and their applications

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Development of individual work	20,00	0
Study and independent work	25,00	0
Readings supplementary material	5,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

Face-to-face theory class to present the essential theoretical content of the subject, including theoretical concepts with practical examples and other additional activities that will promote content understanding and critical thinking.

On-site practical classes, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on carrying out exercises, case studies and questions to debate or online experiments, with tutorial support.

EVALUATION

The subject of Electronic Commerce and Digital Distribution will be evaluated based on the following criteria and taking into account that the final grade for the subject will be calculated from the average of the evaluation of the theoretical part and the practical part, provided that both parts are Approve separately in order to pass the course.

- The theoretical part (50%) will consist of an exam. In order for the theory mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the final exam. Test questions and/or short development questions are the different possible modalities to consider in said exam. Both the test questions and the short questions can be both theoretical content and theoretical content applied to practice. This part of the evaluation is recoverable in the second exam session. In case of passing the theoretical part and failing the practical part in the 1st call, the theory grade can be saved for the second call.

- The practical part (50%) will consist of a continuous evaluation process where different activities will be developed that will serve to demonstrate the acquisition of the knowledge proposed for each topic. In order for the practice mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the continuous assessment. In case of passing the practical part and

failing the theoretical part in the 1st call, the practice note may be saved for the second call.

In the event that you do not achieve that minimum to pass as a result of the continuous assessment in the first call, you must submit in a single pdf document the practices proposed by the teaching staff and resolved individually by the student (out of 1 points) and exam of practices that may contain questions related to the practical activities carried out during the course, experiences and cases analyzed in the theoretical module or new practical situations related to the theory learned (out of 4 points). The sum of the 2 notes will be the evaluation of the practice part (5 points). The student must obtain a minimum of 2.5 points in this part in order to pass the subject.

IMPORTANT NOTES REGARDING THE EVALUATION:

- It is necessary to pass the theoretical part separately (obtain at least 2.5 points) and the practical part (obtain at least 2.5 points) in order to pass the subject.

- The student who cannot come to class for a documented justified reason (eg work contract with hours incompatible with attendance at practical sessions), must justify it before February 11, 2024 to the teacher of the subject, in order to be able to configure the teaching staff an individualized system of continuous evaluation of the part of practices to the student in question. This student must present the activities individually through the virtual classroom within the deadlines established in the subject. No other student will be able to take advantage of this individualized system.

- Students who do not participate in the continuous assessment, either in person in class or through individualized follow-up in case of justified cause, will be considered to have not reached the minimum grade necessary to pass in the 1st call and will be evaluated in the 2nd call. , as described in the case of students who fail in the 1st call.

REFERENCES

Basic

- Gallino, S. y Moreno, A. (2019): Operations in an Omnichannel World. Springer
- Kotler, P., Kartajaya, H. y Setiawan, I. (2018): Marketing 4.0: transforma tu estrategia para atraer al consumidor digital (1ª edición). LID editorial empresarial
- Jung, T. Tom Dieck, M. C. y Rauschnabel P. A. (2021): Augmented Reality and Virtual Reality: Changing realities in a Dynamic World (conference procedings). Springer
- Laudon, K. C. y Guercio Traver, C. (2022): E-commerce 2021-2022: business, technology and Society (17th Edition). Pearson
- Meier, A. y Stoermer, H. (2009): E-business and e-commerce: Managing the digital value chain. Springer

- Rodriguez_Ardura, I. (2020): Marketing digital y comercio electrónico (2ª edición). Editorial Pirámide. Madrid
- Tom Dieck, M. C., Hung, T. H. y Loureiro, S. M. C. (2021): Augmented Reality and Virtual Reality: New Trends in Immersive Technology (conference procedings). Springer
- Turban, E. et al (2018): Electronic commerce 2018: A managerial and social networks perspective (9th Edition). Springer