SYLLABUS

Course code:	RAD2401

Version:	

Course name:	E-Commerce

Requirement:	

Unity:	School of Economics, Business Administration and Accounting at Ribeirão Preto (FEARP/USP)

Department:	Business Administration

Credits for classes: 2	Credits for Exercises: 0	Vagas:
Ativação: 01/01/2005	Desativação:	Carga Horária Total: 30
Type: Semester	Duração:	

Objectives:	The objectives of the course are to provide the student a competence of: - To conceptualize e-business and e-commerce, and the virtual market created by the World Wide Web. - To investigate and discuss the strategic implications of e-commerce on business strategies, mainly for small and medium companies. - To analyze applications of Internet technology in business and its benefits for companies and their customers. - To improve familiarity with current challenges and issues in e-commerce. - To create a portfolio of the steps required to start-up an on-line business.
Responsible:	Prof. Dr. Ildeberto Aparecido Rodello
Abstract:	The growth of the Internet continues to have an influence on business as a whole. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations in internet scenario. 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.

Contents:	Fundamentals
	    - Defining e-business and e-commerce.
	    - Internet and e-commerce stats around the world
	Competitive scenarios in digital age
	E-commerce business models
	    - Business-to-consumer
	    - Business applications
	    - Other applications
	Components of e-commerce strategies
	    - Fundamentals of Inbound Marketing
	    - Seach engine marketing techniques
	    - Search engine optimization techniques
	Business plan for digital business

Examination	- 2 formal examinations
	- Exercises (on classes and distance) and simulations during the course.
	- Mini project development: consists of a business plan (canvas model) development and a respective prototype design.
Method:	Traditional classes, case studies and colaborative (group) works.
Rules:	Exams: 60% Other activities: 40% - Case studies and diverse exercises

Bibliography:	**Fundamental**
	LAUDON, K.C.; TRAVER, C. G. Ecommerce. Business. Technology. Society. 10 edition. Pearson. 2014. ISBN 10: 0-13-302444-X
	
	Suplementary
	
	Videos
	Adwords Youtube channel
	    - https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg
	    - Videos available on Stoa
	Hubspot Academy
	    - https://academy.hubspot.com/
	    - Videos about Inbound Marketing
	    - Available on Stoa