ELECTRONIC COMMERCE 2015/2016

Planning of the Course

2nd Semester | 3rd year of International Commerce Bacelor

Responsible: Mariana Curado Malta
Teachers: Ana Azevedo, Mariana Curado Malta

Objectives:

- To understand the interest and opportunity of e-commerce

- To know and understand the critical success factors in implementing an e-commerce system;

- To know how to plan and how to manage e-commerce solutions

- To apply processes of e-commerce;

- To analyze and understand the human, technological and business environment associated with e-commerce

- To know how to use technologies to build e-commerce websites

- To understand the issues underlying the publication of an e-commerce Website.

Contents:

1. Introduction to e-Commerce

   1.1 E-commerce concepts

   1.2 E-commerce and Internet services evolution

   1.3 E-commerce models

2. E-commerce support technologies

   2.1 Technological evolution

   2.2 Internet and World Wide Web: infra-structures, client-server architecture AMP paradigm

   2.3 Security Systems

   2.4 E-Payments systems

3. Planning and developing a Website

   3.1 Approach to planning and development

   3.2 Domains and Hosting

   3.3 Hardware and software solutions

   3.4 Developing tools

4. Future trends and perspectives of evolution

Methods:

The teaching / learning adopted in this UC are based on the components of theoretical and practical training, which are realized through the existence of lectures, which teach the concepts, practical classes, where problems are solved with the concepts taught in component theoretical and practical projects and numerous case studies, during which the concepts can be applied.

The pedagogical method underlying the teaching component is oriented to the "know-how" and "learning to learn" and connects the three types of teaching methods: expository, tutorial and experimental, combining methods and practices of classroom teaching and e-learning. The pedagogical method underlying the tutorial component is oriented "learning to learn" and "working group" where students will be challenged to put into practice the concepts covered in the course during the semester, under the supervision of the teacher.

The teaching / learning takes a multidisciplinary approach that aims to stimulate research capacity and teamwork.

Assessment:

a) Continuous Assessment;

b) Final evaluation.

Continuous Assessment

A student is approved if:

1) Has attended at least 75% of all classes of the summer semester;

2) Obtains a final mark greater than or equal to 10 values, resulting from the application of the criteria for consideration in the following assessment components:

Mini Test (MT) - mini test done in Moodle with a duration of 20 minutes,
Criterion Weighting: 30%
Case studies - lessons (ECA) - case studies prepared and presented by the students, in groups of 2
Criterion Weighting: 20%
Case Study Chosen by student (ECS) - a case study of an Enterprise of electronic commerce, developed and presented by the students, in groups of 2
Criterion Weighting:20%
Project (PROJ) - a project to cross knowledge and skills acquired in the course, applying appropriate tools, developed and presented by the students, in groups
Criterion Weighting: 30%
The final mark (CF) is calculated using the following formula:

$$CF = MT * 30\% + ECA * 20\% + ECS * 20\% + PROJ * 30\%$$

The student must obtain a **minimum score of 7** points in each of the evaluation components.

If the student does not obtain approval in the continuous assessment he/she will be subject to final evaluation.

Final Evaluation

An exam during the ISCAP exams period.

Activities Description & Delivery Dates

Parameter: "Mini-test"

A test on Moodle with questions (True/False) in order to evaluate the theoretical concepts
Date: 02.06.2016

Parameter: "Case Study .- Lessons"

To analyze a set of Case studies and to present them, in group, in class.
Case Studies: According to the Sector: Business to Business, Business to Consumer, Consumer to Consumer. According to Technology: Peer-to-Peer and Mobile. Other: Methods of Payment and Security.
See appendix A.

Parameter "Case Study chosen by student"

Students, in groups of 3, select a real Enterprise/organization that does e-commerce and have to describe it. The group will have to delivery an essay and to defend the case orally. See appendix B.

Delivery Date: 15.05.2016
Oral Presentation: 16 and 20 May 2016

Parameter "Project"

To define an Enterprise/Organization and to develop a website with an e-shop. See Appendix C

Delivery date – 1st phase: 10.04.2015
Delivery date – 2nd phase: 01.05.2015
Final Project Delivery: 12.06.2016
Defense: Last week

Bibliography

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Appendix A - Rules "Case Study - lessons"

1. Each student must present in groups of 2 the case studies

2. Each presentation has the maximum duration of 18 minuts.

3. Each group should fill in the corresponding record Case Analysis

4. We stress that the basic text or link or video provided not carries with them all aspects of the case, the information provided is only a starting point. It is advisable to do a further research, including the latest information.

5. The document referred to in 3 should be delivered in pdf format (along with pdf support defense work) through the Moodle platform until midnight of the previous day of the presentation of the case in class.

Appendix B – Rules "Case Study chosen by student"

1. Each group will select an organization that uses e-commerce to conduct business.

2. Each group has 2 students.

3. Each group should visit the website of the selected organization and other sources believed to be appropriate.

4. Each group should develop a text that contains <u>at least</u> the following sections:

   a. Introduction to case;

   b. Description of the case:

      i. Description of the central organization of the case, the intervention context, business or activity and the target audience;

      ii. Value proposition presentation, competitive environment and competitive advantages;

      iii. Channel description or the e-commerce channels and discussion why this channel is advantageous compared with traditional one;

      iv. Identification of the type or types of e-commerce, and the model, if this is appropriate;

      v. Presentation of the revenue model;

      vi. Identification of future challenges for the organization and possible threats;

      vii. Identification of the payment methods used by the organization

      viii. Identification of concerns / security measures

   c. Conclusions;

   d. References.

5. The document referred to in 4 shuould be delivered in pdf format (along with pdf support defense work) through the Moodle platform until midnight of the day May 15, 2016.

6. The defense of the case study will be made in the week of 16 to 20 May 2016, with the schedule set by the teacher for each class. Each group has 20 minutes with a maximum of 15 minutes are for the presentation and the time remaining in the discussion.

Appendix C – Rules "Project"

1. Each group will act as a business owner. The project is the process of placing the business on-line: corporate and e-commerce Website.

2. Each group has 2 students.

3. Each group has a space on the server to work that will be provided by the teacher.

4. The project development is made of 3 parts::

   Part 1 – Delivery date: 10/04/2016

   > To present on one A4 page: the company, the business and e-commerce model that wants to implemented.

   Part 2 – Delivery date: 01/05/2016

   > Conducting Benchmarking: comparison with two websites and CE stores of two organizations that have similarities with the organization defined by the group; reflection on what will be used for the project. Introduce the organization, site requirements and the on-line store according to Appendix D.

   Part 3 – delivery Date: 12/06/2016

   > Website, on-line store and project report.

5. Each part of the project will have the following weight for assessment:

   PART 1 – 5%

   PART 2 – 35%

   PART 3 - 60%

6. The defense of the project is mandatory for all group members. If a student fails presentation (s)he will have zero score as the final classification of the project.

7. The defense of the project will be held during classes on the last week of teaching, with the schedule set by the teacher for each class. Each group has 20 minutes (maximum 15 minutes for presentation and the time

remaining for the discussion).

8. The project will be developed over six months and will only be a valid evaluation element is supervised regularly by teachers and presented on the defined date.

Appendix D – Rules Part 2 of the project

`Group Identification`

Student number	Name of the student

`Site Link:`

`http://labs.iscap.ipp.pt/~XXXX` (Configure according to your number)

`Name of the Organization:`

`I – Organization Presentation:`
- `Goals:`

`Please describe the main objectives of the organization`

- `Description:`

`Please describe the organization, detailing the business area chosen, describing its activities, the types of product/service the organization sells and the e-commerce model the organization intend to implement.`

- `Target clients:`

`Please define the potential clients of the organization.`

`II - Benchmarking`
- `Analysis of at least two Web sites that have to do with what the organization does. It can be an organization that works in another context. For each site, one should define:`
  - `Company description: context of intervention, business or activity, target clients;`

  - `Identification of functionalities of the website`

and its description;

➔ Other things you think are important.

- Critical analysis of the study and reflection on what can be used as an idea for the site to be developed.

III – Requirements definition of the Website and e-shop:

- **Page Structure**

Define the pages to include on the website and present, very briefly, what type of information each page should contain.

- **Navigation Structure**

Define the menus of the Website and its links. Define in what pages the menus exist.

- **Functionalities**

Define which features you want to have, such as maps, newsletters or other

- **Characteristics of the e-shop**

Define which categories of products/services to sell, including some examples of specific products, which payment methods and specific features of the store such as shopping cart, or other.