

SUBJECT TEACHING GUIDE

G925 - Models of Web Business and Strategies

Degree in Business Administration and Management

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Information Systems and Web Strategies				
Course unit title and code	G925 - Models of Web Business and Strategies				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA ELENA GARCIA RUIZ				
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Other lecturers	PABLO MARIA DE CASTRO GARCIA FRANCISCO JAVIER LENA ACEBO				

3.1 LEARNING OUTCOMES

- Acquisition of knowledge and skills to analyze, design and implement a business initiative in internet
- Get an overview of the historical evolution and future trends of Web business models
Understand and analyze the different models developed web business .
Identify and assess the advantages and disadvantages of the different business models and corresponding strategies .
Understanding the strategic variables and technologies involved in the development of Web business models .
Acquire the knowledge and skills necessary for the development of business models based on the Web .
- Learning about the different patterns of current business models
- Using collaborative tools
- Ability to advise on technological and organizational aspects

4. OBJECTIVES

- Get an overview of the historical evolution and future trends of Web business models
Understand and analyze the different models developed web business .
Identify and assess the advantages and disadvantages of the different business models and corresponding strategies .
Understanding the strategic variables and technologies involved in the development of Web business models .
Acquire the knowledge and skills necessary for the development of business models based on the Web .

6. COURSE ORGANIZATION

CONTENTS

1	Business models
2	Web initiatives development

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
IDEA	Work	Yes	Yes	20,00
Final exam	Written exam	Yes	Yes	30,00
Tools	Work	Yes	Yes	15,00
Field work	Work	Yes	Yes	15,00
Patterns	Work	Yes	Yes	20,00
TOTAL				100,00
Observations				
The Continuous Evaluation consists of different tasks and activities developed in the class sessions which make the attendance an important requirement to pass the subject.				
Observations for part-time students				
Delivery of works indicated by the professors				
Final Exam				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Fleming, P. "Hablemos de marketing interactivo: Reflexiones sobre marketing digital y comercio electrónico". Ed. ESIC. 2ª edición. 2000.
- Huidobro, D. y Roldán, J.M.. "La tecnología e-business". Editorial Paraninfo 2005.
- Laso, Iglesias M., "Internet, comercio colaborativo y mComercio: Nuevos modelos de negocio", Ed. Multi-Prensa, Madrid 2002
- Laudon, K. C., Laudon J. P. (2012): Management information systems : managing the digital firm / Kenneth C. Laudon,. Edición: Global ed., 12th ed. Editorial: Upper Saddle River (New Jersey) : Pearson Education, cop. ISBN: 978-0-273-75453-4
- Laudon, K. C., Guercio Traver, C (2012): E-commerce: business, technology, society. 8th ed. Upper Saddle River (New Jersey) Pearson Education, cop. ISBN: 978-0-273-76129-7
- Solé, M. L. "Comercio electrónico: un mercado en expansión", Ed. ESIC Escuela Superior de Gestión Comercial y Marketing, Madrid 2000
- Turban, E. et al (2011): Business intelligence : a managerial approach. 2nd ed. Boston; Madrid, Prentice Hall, cop. ISBN: 978-0-13-247882-3.
- Turban, E. et al (2012): Electronic commerce 2012 : a managerial and social networks perspective. 7th ed. Upper Saddle River (New Jersey) Pearson Education, cop. ISBN: 978-0-273-76134-1