

## SUBJECT TEACHING GUIDE

G925 - Models of Web Business and Strategies

Degree in Business Administration and Management

Academic year 2020-2021

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
E-mail	elena.garcia@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E208)
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	No	Yes	20,00
Test	Written exam	No	Yes	30,00
Tools	Work	No	Yes	15,00
Field work	Work	No	Yes	15,00
Patterns	Work	No	Yes	20,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
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.				
<b>Observations for part-time students</b>				
Delivery of works indicated by the professors				
Test				

## 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