	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation			<i>Academic year</i>	2021/2022		
<i>Subject</i>	E-commerce			ECTS	5		
<i>Type of course</i>	Compulsory						
<i>Year</i>	3º	<i>Semester</i>	1st	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	140	<i>Contact</i>	60
<i>Area Coordinator</i>	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES

The E-commerce curriculum unit aims to:

Sensitize students to the current business environment and the importance of e-commerce;

Provide students with skills for the delineation and operationalization of e-commerce strategies;

Provide students with skills to design, build and maintain online business.

2. PROGRAMME

Chapter 1 - Introduction to E-commerce and E-marketplace

1.1. E-commerce

1.1.1. Concept, framing, classification and content,

1.1.2. Business models

1.2. The E-marketplace

1.2.1. Typologies

1.3. E-commerce transactions, intermediations and processes

1.3.1. The impact of E-commerce on business processes and organizations


Chapter 2 - The Consumer in E-commerce

2.1. Consumer behaviour

2.2. Market study

2.3. Communication

Chapter 3 - Types of E-commerce

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3.1. B2C - business to consumer

3.1.1. Retailing in E-commerce: products and services

3.2. C2C - consumer to consumer

3.3. B2B - business to business

3.3.1. Buying and selling in E-markets

3.3.2. E-distribution networks

Chapter 4 - E-commerce Support Services

4.1. Safety, ethics and legislation

4.2. Online payment and service systems

4.3. E-CRM

Chapter 5 - E-commerce Strategies and Their Implementation

5.1. Strategic definition in E-commerce - E-strategy

5.2. Implementation of e-strategy

5.3. Evaluation of e-strategy

Chapter 6 - The Online Business: Creation, Construction, Management and Maintenance

6.1. Definition of objectives and business


6.2. The website and e-commerce

6.2.1. Construction / transformation of the website in E-commerce

6.2.2. Content creation, delivery definition and management and maintenance

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Chapters 1, 2, 3, 4 and 5 will develop skills and skills in students so that they are aware of the themes of what E-commerce is in its different typologies and perspectives and how to define or adapt a business in the field of e-commerce. Thus, they will learn how to outline E-commerce strategies, and how to deal with the electronic market. Chapter 6 will provide them with skills and skills for the construction in real environment of an E-commerce platform and its management and maintenance, as well as content development.

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4. MAIN BIBLIOGRAPHY

- Chaffey, D. (2011). E-Business and E-Commerce Management: Strategy, Implementation and Practice. 5ªed., Pearson Education Ltd., Essex, R.U.
- Dilgard, R. (2019). Dropshipping E-Commerce Business Model - Discover How To Create a Standard E-commerce on Shopify, Amazon and Ebay in 2019, Using the Dropshipping Business Model, Even For Beginners, Right Now!. Self Pub.
- Lee, A., & Barfield, D. (2018). Bootstrapping E-commerce- How to Import and Sell on Amazon. 2ªed., Reid Wright Pub., Canadá.
- Reynolds, J. (2004), The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business. 2ª ed., Taylor & Francis Group, Nova Iorque, E.U.A.
- Smith, B. (2019). Shopify - Step-by-step guide for beginners to build your online business, create your e-commerce and start making money online with your own products or dropshipping. E-book Kindle.
- Turban, E.; King, D.; McKay, J., Marshall, P.; Lee, J., & Viehland, D. (2008). Eletronic Commerce. Pearson Education International. Nova Jérсия, E.U.A.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodologies used


Theoretical-practical classes, exhibition and supported in audio-visual methods; Group work; Debate; Fieldwork; Observation of processes; Troubleshooting; Individual research; Case study; Use of information technologies for learning; Availability of content in e-learning.

Continuous Evaluation:

- Test: minimum score of 8 values, and is worth 40% of the final grade;
- Practical Work - the evaluation of the continuous work carried out during the semester and the presentation and defense of the final work will represent 60% of the final grade.

Non-Continuous Evaluation: Single test that will represent 100% of the final grade.

Special Tests:Single test that will represent 100% of the final grade

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The Exhibition Lessons and the Debate will enable students to provide students with the necessary knowledge to intervene in E-commerce environments, embodying them with the skills to design, build and maintain online businesses;

With group work, individual research and field work, and the use of information technologies is intended for students to be able to delineate and operationalize E-commerce strategies;

Debate, Process Observation and Problem Solving with tutorial guidelines will allow for better consolidation of knowledge.

7. ATTENDANCE

The student, including the student with student worker status, who chooses the continuous evaluation system has the obligation to participate in the scheduled tutoring.