



1. General information

Course: E-BUSINESS AND MARKETING STRATEGY

Type: ELECTIVE

Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING

Center:

Year: 1

Main language: Spanish

Use of additional languages:

Web site:

Code: 310075

ECTS credits: 4.5

Academic year: 2020-21

Group(s): 40 10 30 20 41

Duration: C2

Second language:

English Friendly: N

Bilingual: Y

Lecturer: ROCIO CARRANZA VALLEJO - Group(s): 20				
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Lecturer: ANGEL MILLAN CAMPOS - Group(s): 20				
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Lecturer: JUAN ANTONIO MONDEJAR JIMENEZ - Group(s): 41				
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Lecturer: JUAN JOSE VILLANUEVA ALVARO - Group(s): 30				
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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
E17	Ability to understand the processes of design and implementation of marketing tools in virtual environments
G04	Ability to use information and communication technologies (ICT) for information search purposes, with special emphasis on the use of databases, electronic journals and statistical applications.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

To design alternative business models for incumbent companies based on the incorporation of new information technologies.

To identify the opportunities and threats to a company arising from new information technologies.

To recognize the practice of business strategy by virtue of new trends in this field, such as corporate social responsibility or new technologies applied to business.

To select Internet-based business tools based on the marketing strategy adopted by a company.

6. Units / Contents

Unit 1: Internet and electronic commerce in the small and medium companies

Unit 2: Social web, entrepreneurship and marketing strategy

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Combination of methods	E17 G04	0.5	12.5	Y	N	
Class Attendance (practical) [ON-SITE]	Combination of methods	E17 G04	0.5	12.5	Y	N	
Practicum and practical activities report writing or preparation [OFF-SITE]	Self-study	E17 G04	1.5	37.5	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E17 G04	1.5	37.5	Y	N	
Other on-site activities [ON-SITE]	Guided or supervised work	E17 G04	0.5	12.5	Y	N	
Total:			4.5	112.5			
Total credits of in-class work: 1.5			Total class time hours: 37.5				
Total credits of out of class work: 3			Total hours of out of class work: 75				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Assessment of active participation	50.00%	0.00%	
Final test	50.00%	100.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Specifications for the resit/retake exam:

In the extraordinary convocatorie, the student will be evaluated of all the competences associated to the different formative activities of the subject, by means of the accomplishment of a final test, whose structure and composition will be communicated with enough advance by the teacher.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	12.5
Class Attendance (practical) [PRESENCIAL][Combination of methods]	12.5
Practicum and practical activities report writing or preparation [AUTÓNOMA][Self-study]	37.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Other on-site activities [PRESENCIAL][Guided or supervised work]	12.5
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	12.5
Class Attendance (practical) [PRESENCIAL][Combination of methods]	12.5
Practicum and practical activities report writing or preparation [AUTÓNOMA][Self-study]	37.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Other on-site activities [PRESENCIAL][Guided or supervised work]	12.5
Total horas: 112.5	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Varios/ Varias fuentes	Los materiales se facilitarán para cada una de las sesiones					