UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

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: English
Use of additional languages:
Web site:

Code: 310075
ECTS credits: 4.5
Academic year: 2023-24
Group(s): 40 10 30 20 41
Duration: C2
Second language:
English Friendly: N
Bilingual: Y

Lecturer: MARIA CORDENTE RODRIGUEZ - Group(s): 30

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Lecturer: MARIA DEL MAR GOMEZ RICO - Group(s): 40

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Lecturer: CARLOTA MARIA LORENZO ROMERO - Group(s): 40 10 30 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

Basic knowledge acquired in Strategic Marketing and Marketing of Specific Sectors. Knowledge of the use of Internet tools at user level. Internet at user level.

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

The irruption of new information and communication technologies (NICTs) in the field of business management has been a phenomenon of growing interest in the professional field of management. of growing interest in the professional field of management. The seminar on E-business and Marketing Strategy addresses in each case the interest and the possibilities of application of these technologies in business models, strategies and, especially, in the company's marketing actions.

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 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.

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.

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	Y	
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	25.00%	0.00%	Attendance and activities during the seminar lectures.
Final test	75.00%	100.00%	Final practical proof, carried out in an autonomous manner, which will synthesises the presentations received during the seminar.
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).

Evaluation criteria for the final exam:

Continuous assessment:

Attendance at the seminar and a final test that summarises the knowledge acquired during the course.

Non-continuous evaluation:

The completion of the different assessable training activities will be facilitated for students who cannot take part in the continuous assessment system. Any student may change to the non-continuous assessment system as long as he/she has not participated in the following activities during the course period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached this 50% of assessable activities or if, in any case, the period of classes has ended, he/she will be considered in continuous assessment without the possibility of changing the assessment modality of assessment.

Regarding non-continuous evaluation, see section b of point 4.2. of the UCLM Student Regulations approved on May 23, 2022.

Specifications for the resit/retake exam:

In the extraordinary convocatorie, the student will be assessed on all the competences associated with the different training activities of the subject, by means of a final exam, the structure and composition of which will be communicated sufficiently in advance by the lecturer.

the teaching staff may retain the assessment of those training activities that have been passed by the student for up to a maximum of two academic years after the current academic year, provided that the student is able to do so. the teaching staff may retain the assessment of those training activities that have been passed by the student for up to a maximum of two academic years after the current academic year, provided that the training activities and assessment criteria published in the teaching guide remain unchanged and without prejudice to the student's right to retake the course again. without prejudice to the student's right to retake these activities.

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**
Practicum and practical activities report writing or preparation [AUTÓNOMA][Self-study]	37.5
Class Attendance (theory) [PRESENCIAL][Combination of methods]	12.5

Class Attendance (practical) [PRESENCIAL][Combination of methods]	12.5
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	City	ISBN	Year	Description
Varios/ Varias fuentes	Materials will be provided for each of the sessions					