INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	E-Commerce & Social Selling			Field of study	Computer Sciences		
	Post-Graduation in Digital Marketing			School	School of Public Management, Communication and Tourism		
Academic Year	2022/2023	Year of study	1	Level		ECTS credits	3.0
Type	Semestral	Semester	1	Code	5068-787-1109-00-22		

Workload (hours)	81	Contact hours	T	-	TP	-	PL	-	TC	-	S	-	E	-	OT	-	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Ricardo Jorge Vieira Correia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the definition and the process of Electronic Business
2. Review the Business Models
3. Knowing the new Electronic Business models
4. Know the mechanisms of trust, security and reputation in Electronic Business
5. Understand the E-Business architecture and support systems
6. Know the Social Selling methodology and strategies
7. Analyze case studies
8. Implementation of an E-Business

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

1 - Definition and process of Electronic Business
2 - Business Models
3 - New Electronic Business Models
4 - Mechanisms of trust, security and reputation in Electronic Business
5 - E-Business architecture and support systems
6 - Social Selling
7 - Case Studies
8 - Implementation of an Electronic Business

Course contents (extended version)

1. Definition and process of Electronic Business
2. Business Models
3. New Electronic Business Models
4. Mechanisms of trust, security and reputation in Electronic Business
5. E-Business architecture and support systems
6. Social Selling
7. Case Studies
8. Implementation of an Electronic Business

Recommended reading

1. Belew, S. (2014). The Art of Social Selling: Finding and Engaging Customers on Twitter, Facebook, LinkedIn, and Other Social Networks. American Management Association. ISBN: 978-0-8144-3332-4
2. Remondes, J., Amaral, I., Faustino, P., Oliveira, U., Miranda, M., Pereira, D., Monteiro, D., & Fernandes, E. (2015). Marketing Digital & E-Commerce, Editora PsicoSoma, ISBN: 9789728994815

Teaching and learning methods

Presentation, debate and practical application of the issues taught.

Assessment methods

- Continuous evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
  - Intermediate Written Test - 60%
  - Practical Work - 20%
  - Development Topics - 20%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ricardo Jorge Vieira Correia	Elisabete da Anunciacao Paulo Morais	Sonia Paula da Silva Nogueira
01-07-2023	02-07-2023	03-07-2023