



**UNIVERSIDAD RICARDO PALMA**

Facultad de Ciencias Económicas y Empresariales

Escuela Académico Profesional de Administración de Negocios Globales



## SYLLABUS

### I. GENERAL DATA:

1.1. Subject	:	<b>ELECTRONIC BUSINESS MANAGEMENT</b>
1.2. Code	:	NG02908
1.3. Cycle	:	IX
1.4. Credits	:	03
1.5. Nature of the course	:	Elective
1.6. Weekly hours	:	04 (Theory: 02 - Laboratory: 02)
1.7. Requirement	:	Prices and Global Sales Policy
1.8. Curriculum	:	2006-II

### II. COURSE OVERVIEW

The course provides the elements that sustain the administration of this new generation of business, check out the models that generate value for customers and analyzes the outlines of a comprehensive plan of e-business beyond the use of Internet or other digital means of contact with customers, suppliers, producers and complementary with the staff of the organization. Its theme allows the study of business in the era of information technology, models of value creation, e-business plans, management of the business plan and trends in e-business in the future

### III. OBJECTIVES:

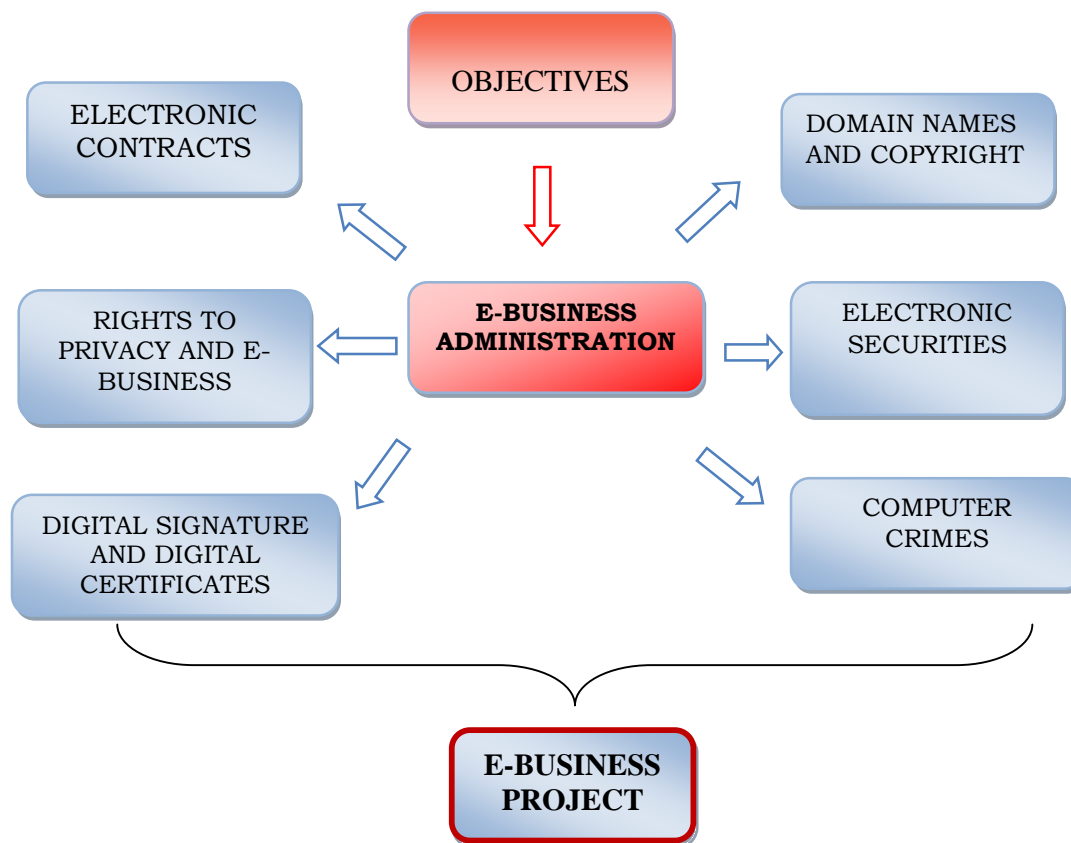
E-Business is creating new opportunities and threatening older companies in many industries. We will examine online business models, sources of competitive advantage in e-commerce, and techniques for evaluating opportunities. In this context, we will also discuss ways in which e-commerce organizations differ from conventional organizations and how to create e-commerce alliances.

This is an advanced course on the management issues associated with e-commerce technology. It is designed to increase your awareness, effectiveness, and skill in analyzing, managing and understanding of issues related to technology and organizations. This course covers both strategic choices and internal management activities

### IV. SPECIFIC ABILITIES. The course will improve students' abilities in order to:

- 4.1 **Be able to elaborate** an e-business project and work it.
- 4.2 **Be able to administrate and manage E-Business** by making use of the computer systems, electronic contracting, technology, Internet and marketing
- 4.3 **Be able to apply** business administration strategies an e-business project.
- 4.4 **Be able to identify** the social, financial and legal effects and also the risk of implementing an his e-business project.

**V. LEARNING NETWORK**



**VI. LEARNING UNITS**

**PART I: The E-Business and the Information Society**

**Achievement:** The students shall obtain clear concepts in respect to the E-Business and the information society

**Total Hours: 08 hours**

TOPIC	ACTIVITIES	WEEK
The information society and E-Business.	Introduction. Overview. The information society and E-Business. <b>Organization of Teams (groups).</b> <b>Quiz (Reading understand)</b> Practice	1
The information systems.	The information systems. A social vision of technology. Types of business information systems Current approaches to information systems Practice	2



**PART II: Administration**

**Achievement:** The students will be able to administrate their own E-Business using the information systems.

**Total Hours: 12 hours**

TOPICS	ACTIVITIES	WEEK
Solutions E-Business	ERP – planning of the company’s resources CMR – customer service administration SCM , Values Chain administration Practice	3
Knowledge management systems	KMS Types of Knowledge management systems. Knowledge management systems at the enterprise level. Practice.	4
Database Administration	Database design. Database administrations. <u>Case Study:</u> Panasonic Practice	5
Management projects	Failures of systems. Analysis e-business and Critical Success Factors. Risk management. Practice.	6

**PART III: Electronic contracting and data protection**

**Achievement:** The students will be able to enter electronic contracts protecting the personal data by making use of information centers and digital micro signatures

**Total Hours: 24 hours**

TOPICS	ACTIVITIES	WEEK
Rights to privacy and E-Business	Protection of personal data Rights to privacy. Risk data centers and protection to the information holder. Practice	7
<b><u>Mid-term Exam</u></b>		8
Digital Signature	Electronic Signature. Digital Signature. Digital certificates. Signature Act. Asymmetric Cryptography. Symmetric Cryptography. Practice	9



Electronic contracts	Elements of the electronic contract. Parties of the electronic contract The intermediaries in the e-commerce. Practice	10
Creation of the electronic contract	Dealings Entering of an electronic contract: Offer and agreement Practice	11
Electronic documents	Digital micro signature Electronic documents as an evidence. Notaries with expertise on e-business. Practice.	12

**PART IV: Dealing of an E-Business within law**

**Achievement:** The students will be able to protect its trading name and domain without affecting the third parties rights.

**Total Hours: 8 hours**

TOPICS	ACTIVITIES	WEEK
Protection of information systems	Phishing. Malware. Hackers and Cybervandalism. Firewalls. Practice.	13
Computer crimes I	When does a computer crime occurs? Computer crimes in international agreements Computer Crimes in the Peruvian Criminal Code Practice	14
<b>REVIEW OF FINAL PROJECTS</b>		15
<b>FINAL EXAM</b>		16

**VII. METHODS**

- Lectures by the teacher using the multimedia support.
- Readings of the bibliography.
- The students will deliver class presentations on assigned themes.
- Case discussions. Every group will develop the assigned case for every class and will hand in to the teacher in class.
- We will take a cooperative approach to researching and sharing information.
- 04 quizzes on the assigned chapters.
- Practices to explore and design the administration e-business.
- Final Project



#### SPECIAL PROJECT:

##### 1. FINAL PROJECT:

During the semester, each student will start administrating his own electronic business by using the tools and acknowledgement obtained during class, the student shall submit his written works including contracts, digital documents, trading name, domain's name, protection of personal data and the E-Business administration.

The project will be submitted in English, in MSWord, in paper and CD during the 15<sup>th</sup> week (last week, before finals), using word 2003 or 2007) and in Powerpoint, as well as, in paper and CD.

#### VIII. GRADING

##### Grade Distribution:

PRA 1 + PRA 2 + PRA 3 + PRA 4 + PRA 5 + PRA 6 (Final Project)

6

#### IX. BIBLIOGRAPHY:

ALBERICH PASCUAL, Jordi, Coord

Comunicación audiovisual digital; nuevos medios, nuevos usos, nuevas formas. Barcelona : EDITORIAL UOC, 2006

CUERVO, John Francisco

“Parámetros de la selección de un sistema de gestión electrónica de documentos”

EN: Bibliotecas & tecnologías de la información. Bogotá, enero-marzo 2004. N°. 1, p. 3-14

CHAFFEY, Dave

E-Business and E-Commerce Management. Financial Times/ Prentice Hall; 3 edition (27 Dec 2006)

GUISADO MORENO, Angela

*Formación y perfección del contrato en internet.* Madrid: MARCIAL PONS, EDICIONES JURIDICAS Y SOCIALES, S.A., 2004

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Implementación de la firma digital, nueva reglamentación. Lima, Jul. 2008. No. 643, p. H-1/H-2

LAUDON Kenneth and Jane P. LAUDON.

“Sistemas de Información Gerencial”. Pearson Ed. 2008.

NIETO MLGAREJO, Patricia

*Derecho del comercio electrónico.* Lima: [s.n.], 2005

[HTTP://WWW.THAWTE.COM/](http://www.thawte.com/)

[HTTP:// WWW.INDECOPL.GOB.PE/](http://www.indecopl.gob.pe/)

CYBERVANDALISM:

[HTTP://WWW.GUARDIAN.CO.UK/EDUCATION/MORTARBOARD/2007/DEC/10/ACADEMICCYBERVANDALISMISANY](http://www.guardian.co.uk/education/mortarboard/2007/dec/10/academiccyberandalismisany)



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SOLUTIONS E-BUSINESS:

[HTTP://WWW.SAP.COM/SOLUTIONS/BUSINESS-SUITE/CRM/INDEX.EPX](http://www.sap.com/solutions/business-suite/crm/index.epx)

[HTTP://WWW.SCMMICRO.COM/](http://www.scmmicro.com/)

Protection of personal data:

[HTTP://WWW.NEUROPE.EU/ARTICLES/90864.PHP](http://www.neurope.eu/articles/90864.php)