



Faculty of Business and Science Tourism

GENERAL SPECIFICATIONS

ACADEMIC YEAR 2026-27

DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

Subject Data

Name:

E-BUSINESS

English name:

E-BUSINESS

Code:

858510307

Type:

In person

Hours:

	Total	In class	Out class
Time distribution	150	45	105

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
4.8				1.2

Departments:

ECON. FINANCIAL, ACCOUNTING AND DIR. OF OPE.

Knowledge areas:

FINANCIAL ECONOMICS AND ACCOUNTING

Year:

4th - Fourth

Semester

First semester

ANEXO I

TEACHING STAFF

Name:	E-mail:	Telephone
Alfonso Infante Moro	alfonso.infante@decd.uhu.es	959 217 893
Juan Carlos Infante Moro	juancarlos.infante@decd.uhu.es	959 217 806
Others Data (Tutoring, schedule...)		
Alfonso Infante Moro (alfonso.infante@decd.uhu.es) - FIRST QUARTER: Wednesdays from 10:30 a.m. to 1:30 p.m. and from 5:30 p.m. to 8:30 p.m. - Office 27 (Faculty of Business Sciences and Tourism - Telephone: 959217893). SECOND QUARTER: Wednesdays from 10:30 a.m. to 1:30 p.m. and from 5:30 p.m. to 8:30 p.m. - Office 27 (Faculty of Business Sciences and Tourism - Telephone: 217893) --- Mixed Juan Carlos Infante Moro (juancarlos.infante@decd.uhu.es) - FIRST QUARTER: Wednesdays from 10:30 a.m. to 1:30 p.m. and from 5:30 p.m. to 8:30 p.m. - Office 14 (Faculty of Business Sciences and Tourism - Telephone: 959217806). SECOND QUARTER: Wednesdays from 10:30 a.m. to 1:30 p.m. and from 5:30 p.m. to 8:30 p.m. - Office 14 (Faculty of Business Sciences and Tourism - Telephone: 959217806) --- Mixed		

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SPECIFIC INFORMATION OF THE COURSE

I. Contents description:

I.1 In English:

- E Business
- Intranets and extranets
- Telecommuting
- Electronic commerce: concept and implementation modalities
- Technical requirements of electronic commerce
- Organizational repercussions of electronic commerce
- Electronic commerce models
- Transactional services between the administration and companies

I.2 In Spanish:

- E-Business
- Intranets y extranets
- El teletrabajo
- Comercio electrónico: concepto y modalidades de implantación
- Requerimientos técnicos del comercio electrónico
- Repercusiones organizativas del comercio electrónico
- Modelos de comercio electrónico
- Servicios transaccionales entre la administración y las empresas

2. Background:

2.1 Situation within the Degree:

It is an introductory subject about the importance of e-commerce in business.

2.2 Recommendations

Have basic knowledge of how a company works and introductory knowledge of Information Systems.

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3. Objectives (as result of teaching, or skills or abilities and knowledge):

GENERAL

- Learn the information flows within the company.
- Manage the computerized management of information.
- Implementation and management of e-commerce.

SPECIFIC

- How to get from data to information for decision-making.
- Management support software.
- The “E” dimension of the company.

4. Skills to be acquired

4.1 Specific Skills:

-

4.2 General, Basic or Transversal Skills:

- CB1: That students have demonstrated possession and understanding of knowledge in an area of study that builds upon general secondary education, and is usually found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
- CB2: That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and the resolution of problems within their area of study.
- CB3: That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.
- CB4: That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.
- CB5: That students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.
- CG1: That students develop cognitive, instrumental and attitudinal skills in the context of Business Administration and Management.
- CT1: To correctly master the Spanish language, the various styles and the specific languages necessary for the development and communication of knowledge in the scientific and academic field.
- CT2: Development of a critical attitude in relation to the ability to analyze and synthesize.
- CT3: Development of an inquiry-based attitude that allows for the ongoing review and advancement of knowledge.
- CT4: Ability to use Information and Communication Skills (C12) in professional practice.
- CT5: Master the strategies for active job searching and entrepreneurial skills.
- CT6: Promote, respect and safeguard human rights, equality without discrimination based on birth, race, sex, religion, opinion or other personal or social circumstances, democratic values, social equality and environmental sustainability.
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- CT5: Master the strategies for active job searching and entrepreneurial skills.
- CT6: Promote, respect and safeguard human rights, equality without discrimination based on birth, race, sex, religion, opinion or other personal or social circumstances, democratic values, social equality and environmental sustainability.

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5. Training Activities and Teaching Methods

5.1 Training Activities:

- Theory/practice sessions on the program contents.
- Academically directed activities led by the teaching staff: seminars, conferences, development of work, debates, collective tutorials, reports, evaluation/self-evaluation activities.
- Individual/autonomous work of the student.

5.2 Teaching Methods::

- In-person theoretical classes.
- Practical face-to-face classes.
- Supervised self-employment.
- Assessment tests.
- Tutoring.

5.3 Development and Justification:

Theory/practice sessions on the program contents.

Academically directed activities led by the teaching staff: seminars, conferences, development of work, debates, collective tutorials, reports, evaluation/self-evaluation activities.

Individual/autonomous work of the student.

All the necessary material for following the theoretical and practical classes will be available on the Moodle e-learning platform (<http://moodle.uhu.es/contenidos/login/index.php>). The page will contain information about the course content, the work plan, the schedules for theoretical and practical classes, as well as links of interest related to the course.

6. Detailed Contents

Chapter 1. The Revolution Continues
Chapter 2. E-commerce Business Models and Concepts
Chapter 3. E-commerce Infrastructure: The Internet, Web, and Mobile Platform
Chapter 4. Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps
Chapter 5. E-commerce Security and Payment Systems
Chapter 6. E-commerce Marketing Concepts: Social, Mobile, and Local
Chapter 7. E-commerce Marketing Communications
Chapter 8. Ethical, Social, and Political Issues in E-commerce
Chapter 9. Online Retailing and Services
Chapter 10. Online Content and Media
Chapter 11. Social Networks, Auctions, and Portals
Chapter 12. B2B E-commerce: Supply Chain Management and Collaborative Commerce

7. Bibliography

7.1 Basic Bibliography:

- KENNETH, C. L. (2019). E-COMMERCE 2019: Business, Technology and Society. PRENTICE HALL.

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7.2 Additional Bibliography:

In Moodle

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8. Systems and Assessment Criteria

8.1 System for Assessment:

- Written/oral test.
- Continuous assessment.

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

The assessment will consist of a final exam.

The exam will assess the theoretical component. It will be graded on a scale of 0-10 and will account for 50% of the final grade.

To access the final or extraordinary exam, it will be necessary to have passed the mandatory internships of class and attendance at practical classes.

To pass the subject in any exam session, it will be mandatory to have passed the mandatory class practicals.

The remaining 50% of the grade will be obtained through a mandatory assignment completed by the students. relationship with the subject.

To pass, you need to get at least a three on the theory exam.

The exam will consist of between 10 and 20 multiple-choice questions, with a value of (if there were 10 questions: 1 point each, if answered correctly, and -0.25 if answered incorrectly) and (if there were 20 questions: 0.5 points each, if answered correctly, and -0.125, in case of being answered incorrectly).

All evaluation activities will be subject to the Evaluation Regulations for the Bachelor's and Official Master's Degrees from the University of Huelva (approved by Council of Government of March 13, 2019):

http://www.uhu.es/sec.general/Normativa/Textos_Pagina_Normativa/Normativa_2019/Rgto_evaluacion_grado_mofs_ccgg_19_03_13.pdf

The results obtained by students will be expressed as numerical grades according to the scale established in Royal Decree 1125/2003, of September 5, which establishes the European Credit Transfer and Accumulation System (ECTS) and the grading system for officially recognized university degrees valid throughout Spain. Grading will be based on the following numerical scale from 0 to 10, expressed with one decimal place, to which a corresponding qualitative grade may be added:

0.0 to 4.9: Suspense (SS)
5.0 to 6.9: Approved (AP)
7.0 to 8.9: Notable (NT)
9.0 to 10: Outstanding (SB)

The distinction "Matrícula de Honor" (Honors) may be awarded to students who have obtained a grade of 9.0 or higher. The number of such distinctions may not exceed 5% of the students enrolled in a subject during the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "Matrícula de Honor" may be awarded. If the teaching staff decides to award this distinction, and the number of candidates for "Matrícula de Honor" exceeds the maximum allowed, it will be awarded to the student(s) who have obtained the highest final grade (provided it is higher than 9). In the event of a tie in the final grade, an additional assessment will be administered.

8.2.2 Examinations Convocatory II

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The assessment will consist of a final exam.

The exam will assess the theoretical component. It will be graded on a scale of 0-10 and will account for 50% of the final grade.

To access the final or extraordinary exam, it will be necessary to have passed the mandatory internships of class and attendance at practical classes.

To pass the subject in any exam session, it will be mandatory to have passed the mandatory class practicals.

The remaining 50% of the grade will be obtained through a mandatory assignment completed by the students. relationship with the subject.

To pass, you need to get at least a three on the theory exam.

The exam will consist of between 10 and 20 multiple-choice questions, with a value of (if there were 10 questions: 1 point each, if answered correctly, and -0.25 if answered incorrectly) and (if there were 20 questions: 0.5 points each, if answered correctly, and -0.125, in case of being answered incorrectly).

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The results obtained by students will be expressed as numerical grades according to the scale established in Royal Decree 1125/2003, of September 5, which establishes the European Credit Transfer and Accumulation System (ECTS) and the grading system for officially recognized university degrees valid throughout Spain. Grading will be based on the following numerical scale from 0 to 10, expressed with one decimal place, to which a corresponding qualitative grade may be added:

0.0 to 4.9: Suspense (SS)

5.0 to 6.9: Approved (AP)

7.0 to 8.9: Notable (NT)

9.0 to 10: Outstanding (SB)

The distinction "Matrícula de Honor" (Honors) may be awarded to students who have obtained a grade of 9.0 or higher. The number of such distinctions may not exceed 5% of the students enrolled in a subject during the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "Matrícula de Honor" may be awarded. If the teaching staff decides to award this distinction, and the number of candidates for "Matrícula de Honor" exceeds the maximum allowed, it will be awarded to the student(s) who have obtained the highest final grade (provided it is higher than 9). In the event of a tie in the final grade, an additional assessment will be administered.

8.2.3 Examinations Convocatory III

The assessment will consist of a final exam.

The exam will assess the theoretical component. It will be graded on a scale of 0-10 and will account for 50% of the final grade.

To access the final or extraordinary exam, it will be necessary to have passed the mandatory internships of class and attendance at practical classes.

To pass the subject in any exam session, it will be mandatory to have passed the mandatory class practicals.

The remaining 50% of the grade will be obtained through a mandatory assignment completed by the students. relationship with the subject.

To pass, you need to get at least a three on the theory exam.

The exam will consist of between 10 and 20 multiple-choice questions, with a value of (if there were 10 questions: 1 point each, if answered correctly, and -0.25 if answered incorrectly) and (if there were 20 questions: 0.5 points each, if answered correctly, and -0.125, in case of being answered incorrectly).

All evaluation activities will be subject to the Evaluation Regulations for the Bachelor's and Official Master's Degrees from

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the University of Huelva (approved by Council of Government of March 13, 2019):

http://www.uhu.es/sec.general/Normativa/Textos_Pagina_Normativa/Normativa_2019/Rgto_evaluacion_grado_mofs_ccgg_19_03_13.pdf

The results obtained by students will be expressed as numerical grades according to the scale established in Royal Decree 1125/2003, of September 5, which establishes the European Credit Transfer and Accumulation System (ECTS) and the grading system for officially recognized university degrees valid throughout Spain. Grading will be based on the following numerical scale from 0 to 10, expressed with one decimal place, to which a corresponding qualitative grade may be added:

0.0 to 4.9: Suspense (SS)
5.0 to 6.9: Approved (AP)
7.0 to 8.9: Notable (NT)
9.0 to 10: Outstanding (SB)

The distinction "Matrícula de Honor" (Honors) may be awarded to students who have obtained a grade of 9.0 or higher. The number of such distinctions may not exceed 5% of the students enrolled in a subject during the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "Matrícula de Honor" may be awarded. If the teaching staff decides to award this distinction, and the number of candidates for "Matrícula de Honor" exceeds the maximum allowed, it will be awarded to the student(s) who have obtained the highest final grade (provided it is higher than 9). In the event of a tie in the final grade, an additional assessment will be administered.

In the third and extraordinary examination periods:

- Students who opted for continuous assessment in the year preceding this examination period will retain the grade obtained on the mandatory graded assignment and will only need to take the aforementioned exam, which assesses the theoretical component. The previously established grading scales will remain in effect.
- For students who opted for the single final assessment or did not opt for continuous assessment in the year preceding this examination period, the assessment system will be the same as in the single final assessment.

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8.2.4 Extraordinary Convocatory

The assessment will consist of a final exam.

The exam will assess the theoretical component. It will be graded on a scale of 0-10 and will account for 50% of the final grade.

To access the final or extraordinary exam, it will be necessary to have passed the mandatory internships of class and attendance at practical classes.

To pass the subject in any exam session, it will be mandatory to have passed the mandatory class practicals.

The remaining 50% of the grade will be obtained through a mandatory assignment completed by the students. relationship with the subject.

To pass, you need to get at least a three on the theory exam.

The exam will consist of between 10 and 20 multiple-choice questions, with a value of (if there were 10 questions: 1 point each, if answered correctly, and -0.25 if answered incorrectly) and (if there were 20 questions: 0.5 points each, if answered correctly, and -0.125, in case of being answered incorrectly).

All evaluation activities will be subject to the Evaluation Regulations for the Bachelor's and Official Master's Degrees from the University of Huelva (approved by Council of Government of March 13, 2019):

http://www.uhu.es/sec.general/Normativa/Textos_Pagina_Normativa/Normativa_2019/Rgto_evaluacion_grado_mofs_ccgg_19_03_13.pdf

The results obtained by students will be expressed as numerical grades according to the scale established in Royal Decree 1125/2003, of September 5, which establishes the European Credit Transfer and Accumulation System (ECTS) and the grading system for officially recognized university degrees valid throughout Spain. Grading will be based on the following numerical scale from 0 to 10, expressed with one decimal place, to which a corresponding qualitative grade may be added:

0.0 to 4.9: Suspense (SS)
5.0 to 6.9: Approved (AP)
7.0 to 8.9: Notable (NT)
9.0 to 10: Outstanding (SB)

The distinction "Matrícula de Honor" (Honors) may be awarded to students who have obtained a grade of 9.0 or higher. The number of such distinctions may not exceed 5% of the students enrolled in a subject during the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "Matrícula de Honor" may be awarded. If the teaching staff decides to award this distinction, and the number of candidates for "Matrícula de Honor" exceeds the maximum allowed, it will be awarded to the student(s) who have obtained the highest final grade (provided it is higher than 9). In the event of a tie in the final grade, an additional assessment will be administered.

In the third and extraordinary examination periods:

- Students who opted for continuous assessment in the year preceding this examination period will retain the grade obtained on the mandatory graded assignment and will only need to take the aforementioned exam, which assesses the theoretical component. The previously established grading scales will remain in effect.

- For students who opted for the single final assessment or did not opt for continuous assessment in the year preceding this examination period, the assessment system will be the same as in the single final assessment.

8.3 Single Final Evaluation:

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The assessment will consist of a final exam.

The exam will assess the theoretical component. It will be graded on a scale of 0-10 and will account for 50% of the final grade.

To access the final or extraordinary exam, it will be necessary to have passed the mandatory internships of class and attendance at practical classes.

To pass the subject in any exam session, it will be mandatory to have passed the mandatory class practicals.

The remaining 50% of the grade will be obtained through a mandatory assignment completed by the students. relationship with the subject.

To pass, you need to get at least a three on the theory exam.

The exam will consist of between 10 and 20 multiple-choice questions, with a value of (if there were 10 questions: 1 point each, if answered correctly, and -0.25 if answered incorrectly) and (if there were 20 questions: 0.5 points each, if answered correctly, and -0.125, in case of being answered incorrectly).

All evaluation activities will be subject to the Evaluation Regulations for the Bachelor's and Official Master's Degrees from the University of Huelva (approved by Council of Government of March 13, 2019):

http://www.uhu.es/sec.general/Normativa/Textos_Pagina_Normativa/Normativa_2019/Rgto_evaluacion_grado_mofs_ccgg_19_03_13.pdf

The results obtained by students will be expressed as numerical grades according to the scale established in Royal Decree 1125/2003, of September 5, which establishes the European Credit Transfer and Accumulation System (ECTS) and the grading system for officially recognized university degrees valid throughout Spain. Grading will be based on the following numerical scale from 0 to 10, expressed with one decimal place, to which a corresponding qualitative grade may be added:

0.0 to 4.9: Suspense (SS)
5.0 to 6.9: Approved (AP)
7.0 to 8.9: Notable (NT)
9.0 to 10: Outstanding (SB)

The distinction "Matrícula de Honor" (Honors) may be awarded to students who have obtained a grade of 9.0 or higher. The number of such distinctions may not exceed 5% of the students enrolled in a subject during the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "Matrícula de Honor" may be awarded. If the teaching staff decides to award this distinction, and the number of candidates for "Matrícula de Honor" exceeds the maximum allowed, it will be awarded to the student(s) who have obtained the highest final grade (provided it is higher than 9). In the event of a tie in the final grade, an additional assessment will be administered.

In the final single assessment, students who have not opted for continuous assessment through the mandatory graded assignment must take an additional exam on the practical component, which will account for 50% of the final grade. This is in addition to the previously mentioned exam that assesses the theoretical component, which also accounts for 50% of the final grade.