

2016v2

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**INTRODUCTION TO ECOMMERCE   
CEU, MADRID   
MARCH 7 -11, 2016**

**DRS. KIP BECKER & VIJAY KANABAR**

# KIP BECKER

Dr. Kip Becker is an Associate Professor and the Chairman of the Department of Administrative Sciences. He has published over fifty articles and book chapters both nationally and internationally in the areas of international management, Electronic Commerce, strategy, marketing and global service sector issues. He is on the Board of the International Management Development Association and the Editor of the *Journal of Transnational* *Management*. He is on the editorial review boards of *Marketing* and *The* *Journal of Teaching in International Business.* He has owned a waterfront restaurant and is president of Northwind Management International which conducts management training and consulting with companies, governments and associations worldwide. Prior to entering academe' Dr. Becker's experience included positions with: TDX systems of Cable and Wireless Ltd. in marketing and sales, the U.S. Department of Justice, a special task force in the Reagan administration and as a U.S. army helicopter pilot during Viet Nam and Desert Storm. He holds a second degree black belt in TKO. [www.bu.edu/GoGlobal](http://www.bu.edu/GoGlobal)

# VIJAY KANABAR

  
Dr. Vijay Kanabar has been an Associate Professor at Boston University since 1994, and has been consulting and teaching in the applied areas of ecommerce and Project Management for more than 30 years in the US and Canada. He has authored several textbooks and has been recognized with merit awards for outstanding teaching and research. Along with Dr. Kip Becker he designed one of the first master’s degree in Ecommerce in the United States which was noted in a Wall Street Journal interview. He has substantial business experience and is frequently invited to present seminars at symposium and conferences. Dr. Kanabar holds graduate degrees in Computer Science from Florida Tech and a PhD in Information Systems from University of Manitoba and is a certified Project Management Professional (PMP). He can be reached at kanabar@bu.edu

**Course Assistants:** Alejandro Campos and Nuria Cuenca

ALEJANDRO CAMPOS ([ar.campos@usp.ceu.es](mailto:ar.campos@usp.ceu.es)) (4TH year: Advertising and Marketing) and

MARIA MORENO (m.moreno44@usp.ceu.es ) (5th year: Business and Marketing)

**COURSE DESCRIPTION:** The course provides a detailed examination of the history, infrastructure, security processes, social networking as well as business marketing and strategy issues. A major focus relates to how businesses can successfully use Internet and web enabled technologies to achieve a comprehensive physical/digital competitive strategy. Students will depart the class with both academic and applied knowledge as well as application web design ability.

**COURSE OBJECTIVES:** The course provides a detailed examination of the history, infrastructure, security processes, social networking and marketing focusing on the strategic issues of digital business. A major focus relates to how businesses can successfully use digital technologies to achieve a comprehensive physical/digital competitive strategy. Students will depart the class with both academic and applied knowledge including application web design ability and understanding of how digital technologies are best utilized.

**COURSE LEARNING GOALS:** At the course conclusion students will:

* Will know the important technical issues (security, WEB and Internet systems, payment mechanisms, design, etc.) as well as the non-technical aspects (strategy, marketing) of Digital enabled business.
* Will be able to create a comprehensive Internet enabled business plan
* Will understand how technical and managerial skills are interwoven and be able to use application tools (WordPress) to create Blogs and websites. The purpose of learning these application tools is so the student can more fully understand the management and simple technical issues involved in creating and administering a “good and value added” business site.
* Gain a broad understanding of how web enabled business has created new international business models across all industry sectors; how businesses have used Internet technologies so as to create disruptive competitive advantages, and how Internet enabled business is affecting all aspects of operations, across all business sectors by altering the manner in which business is conducted.
* Further enhance virtual coordination team working skills through contributions through the development of the Live Company Case project and its presentation.

**COURSE MATERIALS:**

These cases are available on the website <http://www.bu.edu/goglobal> under tab courses for downloading. Be sure to have printed all cases out and bring to the first class. It is **important that you have read the cases before the class starts.** You are to take notes on a 3X5 card for yourself to bring to class. While you they are not available for the pop quizzes they will, however, help you discuss the cases during the team presentations. The team and I will be calling on class members to participate in the case discussion.

**COURSE GRADING:**

Your final grade is calculated from a total of 100 points that you earn from the following distribution:

1. Class assignments and discussion, presentations and participation 50%\*
2. Web Site Project: Design and Presentation 30%\*\*
3. Exams 20%

\**Distribution for grading* #*1 breakdown*

1. Blog assignment 10%

2. Pop Quizzes (cases for week) 10%

4. External Case Team Presentation 15%

5. Class Participation 15%

Total Points (50% total)

**\*\*Note**: *To assist the grading of projects requiring teamwork each student’s contribution to the project needs to be clearly defined. Each team member will complete The Team Member Rating Form providing feedback on team member contributions (see appendix: Individual Rating Form).*

### GRADING PROCESS

While there is no fixed absolute number of grades in any one level it is important to note that high grades reflect an excellence in the understanding of class material and organization of thought. Those that receive A level grades have distinguished themselves above others in the class. You will receive a grade from Boston University and a CEU translation of that grade from your university.

## EXAMS

There will be a comprehensive written exam. The exam will cover information from lectures, discussions, videos, cases and website design information. The course overall and the exam will be structured to promote and reward learning, thinking and understanding. There will be multiple choice, fill in the blank and short answer questions.

**CASES:** Teams will be assigned a team case and participate in a shared case with another team. All class members are to have read the cases and be prepared in class to participate in the discussions.

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| --- | --- | --- | --- |
| **CASE** | **Primary Team** | **Secondary Team** | **Presentation  Day** |
| **Singapore Post: Transforming Mail Services in Internet Age SMU-13-0016** | **1** | **4** | **Thursday** |
| **What’sApp 313-327-1** | **2** | **3** | **Tuesday** |
| **Social Commerce new retail frontier 513-066-1** | **3** | **2** | **Wednesday** |
| **Walmart’s E-commerce Expedition in China, A joy ride? 313-043-1** | **4** | **7** | **Tuesday** |
| **Makeup shake-up challenge of multichannel marketing UVA-M-0865** | **5** | **6** | **Wednesday** |
| **The Inception of the Multi-Channel 512-044-1** | **6** | **5** | **Wednesday** |
| **Alibaba: can it gamble with global expansion 315-055-1** | **7** | **1** | **Tuesday** |
| Axel Springer’s Digital Transformations | **8** | **9** | **Thursday** |
| Hello Bank and Zopa.com | **9** | **8** | **Thursday** |

**CASE TEAM MEMBERS:**

|  |  |  |
| --- | --- | --- |
| **Team 1**  AGUILERA BARUTELL, JAIME  ANIZ GENOVES, IRENE | **Team 2**  ARCENEGUI MORON, LETICIA  AZQUETA INSENSER, LEONOR  BALTAR JUAREZ, MARIA | **Team 3**  CHACON MARTINEZ, SOFIA  ESCOBAR DUQUE, MARIA |
| **Team 4**  BARDISA YERON, JAIME  BOTO GARCIA, CRISTINA  BRAGADO FERNANDEZ, IGNACIO | **Team 5**  LARA SIGMUND, VALLE DE  MENASALVAS VALLEZ, MARTA MARIA  OBERHOFER GIL  PABLO GÜNTER | **Team 6**  GALLEGO FERNÁNDEZ, JUAN  GARCIA MAÑARICUA, IGNACIO  GRANDA MURIAS, JOSE LUIS |
| **Team 7**  PEREZ MUÑOZ, BARBARA  QUESADA RIVERIEGO, MARIA JOSE  REY DUASO, MAURO | **Team 8**  RODRIGUEZ PALMERO TAJUELO, TERESA  RUIZ SANCHEZ, DIEGO  VINJE MORENO, KRISTINA | **Team 9**  ZARRALUQUI GARCIA, PABLO  FLOREZ ESTRADA PEREZ, AURORA MARIA |

**ECOMMERCE WEEK ASSIGNMENTS**

**CLASS TIME: Monday - Friday: 3 to 4:45 PM and 5:15 to 7 PM**

There will be lab and lecture activities. Each student will spend half the class in lectures and half in lab sessions. You will receive your lectures from Dr. Becker and Dr. Kanabar will conduct the lab

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| --- |
| **MONDAY:**  **INTRODUCTION TO STRUCTURE AND FRAMEWORK FOR E-COMMERCE**  Introduction to E-commerce  Course requirements, overview of course and topics to be covered as well as assignments and expectations.  Teams assigned for case presentations  Introduction to Ecommerce Discussion of “Invention” of the Internet, reasons for its development, individuals involved, evolution and the infrastructure structure |
| LAB: BLOGS FOR BUSINESS COMMUNICATIONS HTTP://WWW.BUCEU.COM.  by Wednesday each student will view ten blogs and write comments to those blogs |
| **TUESDAY: SECURITY AND PAYMENTS**  The use of Web Technologies for Ecommerce Marketing - Payments & Payment Security  Team discussion of website features and work on functional design for your site  Functional design specifications and organizing site  **Case Presentations:** |
| LAB: WORD PRESS Exercises on site development, establishing site, organizing and structure |
| **WEDNESDAY: DIGITAL MARKETING AND THE AGILE MARKETING ENVIRONMENT**  Social Networks, Communications and business strategy  **Case Presentations:** |
| LAB : WORDPRESS WEB SITE DEVELOPMENT CONTINUED |
| **THURSDAY: DIGITAL PHYSICAL COMPETITIVE STRATEGY**  Designing the Competitive Strategy  **Case Presentations**:  Guest speaker: Manuel Panizo Vanbossel 10 Anniversary of CEU/BU Program 19h |
| COMPLETE WEB PROJECT AND POST TO WEB you are to post your site to the assigned web site this class and have an operational site to present on Friday |
| **FRIDAY: LAB –**  Both groups will meet together to participate in the presentations of individual’s web project. |

**See the appendix for further material**

**APPENDIX: ITEMS THAT WOULD BE CONSIDERED IN A WEB SITE DESIGN**

1. Company Information considerations:

* Description of the organization's information culture (attitudes towards information, information sharing, information load, information politics, information norms)
* Definition of the primary audience and whether there are potential secondary users
* Understandable demographics of the audience (age, sex, location if regional)
* Psychographics (metrics, like behaviors or psychological aspects of consumers)
* Primary user of the product or service
* Company strategic positioning for consumers and against present and future competitors

1. Infrastructure considerations:

* What are the physical and Internet aspects of the firm and how do these interrelate to accomplish the company’s overall strategy? The infrastructure issues relating to "back office" applications, such as security issues, personal information database collection, storage and use, cookie management, and shopping cart needs. You will want to include a discussion of the platform the site may be primarily viewed (PC, netbook, phone, etc.)

1. Discussion of supply chain activities, product distribution,

* Marketing considerations -sales &consumer interactions. Types of advertising being considered.

1. How website is designed to meet the company’s objectives and strategy

* The purpose of the site and how it is organized to assist with the accomplishment of the overall company strategy. The paper should underscore how the site has been designed to enhance the consumer/viewer relationship/interact.

1. Supporting Internet communication activities

* Such as social network and relationship building with the consumer.

1. Company Physical and Internet integrated strategy issues both current and future.

* This is a central issue to your paper as it relates to the current and future competitiveness of the firm as well as the company’s attractiveness to consumers. Who are competitors and how are they positioned? What are the future activities for competitiveness: how will the firm be structured and what activities will be important to maintain or achieve competitiveness?

For Teams to Consider:

* 1. The course uses WordPress.Com as the software and hosting is free. Being free you will find it limited in function. An enhanced version, WordPress.org, is available as a “for pay” service and provides a fully functioning site with a shopping cart and other business applications. We use WordPress.Com as it provides basic technical skills and is a good platform for site management decision making discussions. WordPress.Com’s limitations serve to keep the project at a consistent level so as to be fair to students with different technical levels/backgrounds. I expect a professional looking and well organized site, however, I *do not want* teams to attempt to increase grades by inserting payment based Apps. The objective of the project is not to “out app your classmates” but to gain managerial insights. This is important as the website is only one aspect of the Live Case Project and, as such, needs to have limits on the time devoted to it since a site can endlessly be improved.
  2. Teams need to note which team member was responsible for what specific tasks? This must be clear in the paper and presentation.
  3. Note the timeline milestones for deliverables. This is a significant project so be sure to be managing the progress and provide for a comfortable margin. The milestones will state where the team’s progress should be. Keeping on track is your responsibility.
  4. Assure that the paper’s structure is logical, clear, and well aligned with the information covered in the course.
  5. The Team’s website design, and the individual pages of the site, should facilitate information access and navigation. The functional features, or applications, should be logical in their flow, design, and application while effectively supporting both the purpose of the site and strategy of the firm.

**APPENDIX: INDIVIDUAL TEAM MEMBER RATING FORM**

**Each person is to submit on Friday their own team member rating form. You are not giving a grade but providing information to the instructors about member participation levels.**

**TEAM PROJECT NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

### Print YOUR NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The purpose of this form is help team members point out those individuals that deserve recognition due to their (a) superior contributions as well as those that did not contribute to an expected team level. Please rate each group member’s overall contribution by providing a score of 1, 2, 3, or 4 (highest level).

It is important to note that you are not grading your team mates. You are providing valued guidance that reflects, as well as possible, each member’s contribution to the team’s overall performance. That is to say a score of 4 is not a grade of “A” and score of 3 is not a grade of “B”.

**INDIVIDUAL RATING SCALE:**

**4. Means team member contributed more than rest**

**3. Means team member contributed same as most others**

**2. Means team member contributed less than most others**

**1. Means was a team member, but did not contribute at all**

### Team Member Rating (4 being highest and 1 the lowest rating)

|  |  |  |
| --- | --- | --- |
| **LAST NAME FIRST**  **NAME** | **1, 2, 3 OR 4 GRADE** | **COMMENTS** |
| 1. **YOU:** | **GRADE YOURSELF:** |  |
| **OTHER TEAM MEMBERS (PRINT)** |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |

**APPENDIX: TERM PROJECT RESEARCH**

**Identify the type of project before the class begins!**

You will need to brainstorm the kind of project you are interested in implementing with your business associates, friends, colleagues and even family. The more people you talk to, the better the result is likely to be. In project management we advocate that nailing the charter and scope dead-on is very critical for project success, so get this step right!

Your skills and your passion should be the starting point. Dream! Your dreams can come true. Do some serious analysis. Think carefully about the following sorts of questions:

Do you want to make money?

Is there already serious competition? If there a presence that is monopolistic or dominating in the space you want to work in, then you must be realistic. You have limited time and resources; you may not be able to compete effectively. Select a small project. Don’t try to create a new amazon.com.

It will be a significant challenge and you will not succeed with the time and resources available to you. Scope down the project to something smaller. You can always scale up in the future.

So to recap at this point, you are at the brainstorming stage and looking for project ideas. The types of projects you can consider are:

Our focus in this course is to build a Blog. Blogging websites can be enhanced with webpages. You can create pages for social media, contact us, e-Newsletters, and more.

Create a knowledge-focused website: Create a website to share your knowledge: food, travel, a product or service. It is easy to add images or videos to make your website powerful.

Below are examples of simple projects that were implemented with 100 hours of effort.

Non-Profit http://www.stjosephlb.org/ (non-profit)

Service: http://www.michaelcleaners.com/ (real world service project)

 Painter/Decorator Type of Projects (http://youtu.be/ebs9BMeCllw)

 Mednick Home Improvement (http://youtu.be/qJwvy\_0Q7Zs)

 Russo Concrete (Home Improvement – External) (http://youtu.be/3YvmnNskx1k) Hair Stylist (http://youtu.be/IijctCy4UXA)

Innovative Business

 Study in Boston (http://www.studyinboston.com)

 Cuisine Club (Archived Video) (http://youtu.be/8\_\_4dYdDR1c)

Sales http://www.thegreenhillsranch.com



http://www.innerimageink.com

Miscellaneous http://www.floridablackbearscenicbyway.org http://www.torontotwilightrotary.com/

 Oh Bear Hug (Nice Fun + Business Idea Project) (http://youtu.be/5St8f1sORy0) http://busymomlife.WordPress.com BiketoCommute

 Mom’s Diabetes Guide

Finally, look at the blogging sites done by your fellow team members in the buceu.com website.