

e-Business: International implementation and management

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



GENERAL DATA

Brief description

Name

e-Business: International implementation and management

Code

102797

Academic year

2024-25

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

2

Type

MANDATORY

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

For the benefit of the student, the content of this syllabus may be altered between the time of publication (February) and the time of delivery of the course (April) due to continuous developments in the field.

BLOCK I. SEO, Analytics and SMO. Carlos Enrile

SESSION 1: FUNDAMENTALS OF DIGITAL CHANGE AND ITS IMPACT ON FOREIGN TRADE

- • Key players in digital change: GAFA
- • Amazon as threat or opportunity
- • The Internet as a tool for international promotion
- • E-business concept and its importance for the exporting company
- • Types of Internet business models: B2B, B2C, C2C, B2B2C and their differences
- • Sources of income: advertising, direct sales, subscriptions, and more.
- • Alignment with the company's international strategy and conflict with traditional distribution channels (e.g. Amazon Vendor and solutions).

SESSION 2: INTERNATIONAL DIGITAL MARKETING AND KEY TOOLS

- • Introduction to International Digital Marketing
- • Scope and operation of major search engines and directories
- • ChatGPT, Bard and other search alternatives
- • Geolocation and geoblocking
- • Keywords: defining the audience, general and specific (‘long tail’)
- • Keyword identification and management tools (Google Trends, Market Finder, SEM Rush)
- • Basic principles for developing a website: Domain, UX, SEO, Analytics
- • Competitive analysis.

SESSION 3: DIGITAL OPTIMISATION: SEO, SEM AND SOCIAL NETWORKS

- • SEO basics and key search engine positioning factors
- • White Hat vs Black Hat SEO
- • ChatGPT as an SEO tool
- • Introduction to SEM and creating campaigns with Google Ads
- • Ads Preview
- • SMO: Social Media Optimisation
- • Internet video strategies for international promotion
- • Importance of YouTube for SEO and pre-strategy before creating a channel
- • Elements of a YouTube channel and use of ChatGPT for optimisation.

SESSION 4: DATA ANALYSIS AND STRATEGIC DECISION-MAKING

- • Introduction to Google Analytics 4.0
- • Internal traffic tracking and exclusion code
- • Key metrics: Audience Tracking, Acquisition, Behaviour and Interaction
- • Key KPIs and dashboards
- • A/B testing and evaluation of results

• YouTube Analytics and its impact on digital strategies.

BLOCK II. B2C, B2B, LOGISTICS, SEM. Fernando Aparicio

SESSION 5: MARKETPLACES AS A TOOL FOR INTERNATIONALISATION

- • Electronic platforms (marketplaces) as a tool for internationalisation.
- • Typology of marketplaces: B2B vs. B2C, e-business vs. e-commerce and their integration with the digital strategy.
- • Migration from B2B to B2C: Alibaba vs. Aliexpress.
- • Main B2B and B2C marketplaces: value propositions, functionalities and costs.
- • Electronic Market Directories: www.emarketservices.es.
- • Case studies: strategies and functionality in marketplaces.

SESSION 6: COMPETITIVE TOOLS IN MARKETPLACES

- • Amazon: friend or foe? Main functionalities and services for companies.
- • The leap to B2B: Amazon Business. Case studies.
- • Major service marketplaces.
- • Analytical tools and competitive intelligence in marketplaces: Jungle Scout, Helium 10, Biz Trends.
- • How to integrate marketplaces into the strategy for an online shop?

SESSION 7: MEANS OF PAYMENT AND LEGAL ASPECTS OF E-BUSINESS

- • Types of online payment methods: advantages and disadvantages.
- • Fraud management systems and major PSPs.
- • Means of payment platforms: PayPal, Apple Pay, Samsung Pay, Google Pay, Facebook Pay, Amazon Pay, Alipay.
- • Legal aspects of digital business: data protection, electronic contracting, trademark registration, and more.
- • Taxation of e-commerce: direct vs. indirect taxation, customs and VAT application.

SESSION 8: E-COMMERCE TRANSACTIONS AND LOGISTICS

- • E-commerce transactions and logistics.
- • Main differences between B2B and B2C logistics.
- • Stock management: picking, packing, central stock, cross-docking, dropshipping, cross-border vs. domestic logistics.
- • Degree of outsourcing of the operational and logistical aspects of the online shop.
- • Main suppliers: analogies, differences and value proposition.
- • Customer services: their strategic nature.
- • Impact of artificial intelligence on customer services.

SESSION 9: INTERNATIONAL E-COMMERCE CASE STUDIES

- • Real scenarios from International E-Commerce (B2B and B2C):
 - Value proposition.
 - Strategy and markets.
 - Client typology.
 - Associated costs.
- • Practical examples of success and lessons learned.

BLOCK III. INFRASTRUCTURE AND TECHNOLOGY. Marcelo Royán

SESSION 10: CLOUD COMPUTING AND E-COMMERCE TECHNOLOGIES

- • Digital technology and cloud computing.
- • What is cloud computing?
- • Benefits and reasons for using cloud computing.
- • Flexible infrastructure: Software as a Service.
- • Demonstration time: practical applications.
- • E-commerce platforms: technology, technical options and trading platforms.
- • Technological trends and market analysis in e-commerce.

SESSION 11: STRATEGY AND TECHNOLOGICAL VISION IN DIGITAL MARKETS

- • Market technology: network effects and business models.
- • Electronic markets: concept and development.
- • Strategic vision applied to digital markets.
- • Case studies: analysis of relevant examples.
- • Continuing to learn: future trends and resources for further learning.

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals.

LEARNING PLAN

Teaching methods

In order to provide the student with a comprehensive view of the world of e-business, this SESSION is divided into three independent blocks. Each of these blocks will be taught by a teacher who is specialised in the corresponding area.

• Expository master class: the lecturer explains the key and cutting-edge notions for the discipline in question. Presentations will be handed in at the end of the class.

• Individual student work: readings, reports, technical notes, self-assessment questionnaires, and research for additional information.

• Teaching assignments - face-to-face interactive classes: discussion seminars and workshops

• Case studies, problem solving and practical exercises in groups or individually: resolution, sharing and discussion in class, through practical development of e-business and e-commerce projects.

• Teaching assignments • personalised tutorials: Group and individual work and presentations (field work, development of business projects, etc.).

• Teaching assignments • online interactive classes: Online discussion seminars. Use of new technologies as a means of searching for information and presenting results.

Learning outcomes

At the end of the course the student will be able to:

• Have the necessary knowledge of current Internet business models and their application in traditional or newly created companies with a view to internationalising the business.

• Identify the sources of information necessary to obtain competitive intelligence on the possibilities available to companies in the online world and the situation of their market environment.

• Constantly monitor the dynamics of an online business based on digital metrics.

• Develop and launch an international online business, both for products and services.

• Maintain and update an online business through digital tools and mechanisms for segmentation, positioning, promotion and digital communication.

EVALUATION

Evaluation system

1. The multiple-choice test will account for 100% of the final grade.
2. The 25 multiple-choice questions have four possible answers each and all of them have only one correct answer. These questions are marked as follows:
 - Correct answers will be awarded 0.4 points each.
 - Incorrect answers will lead to a deduction of 0.08 points each.
 - Unanswered questions will not count (0 points): they neither contribute to the mark nor incur a penalty.

FACULTY

Coordinator/s

Enrile D'Outreligne, Carlos

Máster en Derecho de la Unión Europea (LLM)

Universidad Libre de Bruselas.

Lecturers

Royán González, Marcelo

Ingeniero Superior en Informática.

Director de Tecnología y Producto Digital.

ISDI / ENDALIA.

Aparicio Varas, Fernando

Licenciado en Derecho y Ciencias Políticas, Executive MBA por el Instituto de Empresa.

Ebusiness.

IE University.

BIBLIOGRAPHY AND LINKS

Bibliography

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- • Gray, N. (2018). Mastering Google AdWords: Step-by-Step Instructions for Advertising Your Business. Atlantic Publishing Group.
- • Jantsch, J., & Singleton, P. (2018). SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs. Independently published.
- • Karwal, S. (2019). Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing. Independently published.
- • Kawasaki, G., & Fitzpatrick, P. (2018). The Art of Social Media: Power Tips for Power Users. Penguin.
- • Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page Publishers.
- • Masters, M. (2019). The Customer Journey: How An Owned Audience Can Transform Your Business. Wiley.
- • Scott, D. M., & Levy, J. (2019). The Ultimate Guide to Content Marketing & Digital PR: How to Get Attention for Your Business, Turbocharge Your Ranking and Establish Yourself as an Authority in Your Market. Wiley.
- • Wind, J., & Mahajan, V. (2017). The Digital Marketing Revolution: How the Intersection of Technology and Marketing Is Transforming the World. Wharton Digital Press.
- • Zimmerman, J., & Ng, D. (2018). Social Media Marketing All-in-One For Dummies. Wiley.

Specific links

Given the intrinsically changing and dynamic nature of the subject, each of the sessions will include specific links to specialised websites/blogs/videos for each of the sessions contained in the programme.