

**COURSE DATA****DATA SUBJECT**

Code: 36535
Name: E-Commerce & Digital Distribution
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Comercio Electrónico y Distribución Digital	ELECTIVES

COORDINATION

TUBILLEJAS ANDRES BERTA

SUMMARY

The subject of Electronic Commerce and Digital Distribution is an optional subject of the fourth year of the Degree in Business Intelligence and Analytics (BIA). In this subject, the student will be introduced to the knowledge of digital distribution tools, allowing them to become familiar with basic concepts of electronic commerce and omnichannel. The student is provided with the knowledge, skills and abilities necessary to understand the online distribution of products and services and analyze the management of online user purchases to obtain relevant information for strategic decision-making of the company.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prior knowledge is required other than to access the degree. However, it is important to understand the elements that make up the distribution of organizations, previously analyzed in the Digital Marketing subject of the first year of the degree.



There are no restrictions with respect to other subjects in the fourth year.

COMPETENCES / LEARNING OUTCOMES

1332 - Degree in Business Intelligence and Analytics

Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

Be able to analyse and search for information from diverse sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

Be able to use ICT, both in academia and in professional practice.

Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

Demonstrate skills for analysis and synthesis.

Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

DESCRIPTION OF CONTENTS

1. Electronic commerce

- 1.1. Definition and Characteristics
- 1.2. Origin and Historical Evolution
- 1.3. Types of E-commerce
- 1.4. Motivations



- 1.5. E-commerce Activities
- 1.6. Strategies for Providing Value

2. Web Analytics

- 2.1. Definition of Web Analytics
- 2.2. KPI: Basic Fundamentals
- 2.3. Types of KPI Indicators
- 2.4. Web Analytics Measures and Metrics

3. Analytics in E-commerce

- 3.1. E-commerce Measures and Metrics
- 3.2. AIDA Model
- 3.3. Sales Funnel: Funnel Attribution Model
- 3.4. Attribution Marketing: Models
- 3.5. RFM Matrix (Recency, Frequency, Monetary Value)
- 3.6. Shopping Cart Abandonment: Remarketing

4. Digital distribution

- 4.1. Distribution as a Marketing Mix Variable: Digital Distribution
- 4.2. Distribution Decisions and Systems
- 4.3. Types of Digital Intermediaries
- 4.4. Marketplaces: Considerations

5. Omnichannel

- 5.1. Omnichannel Distribution: Showrooming vs. Webrooming
- 5.2. Omnichannel from the Consumer Perspective: Customer Journey and Omnichannel Experience
- 5.3. Omnichannel from the Business Perspective: Designing the Omnichannel Experience

6. Decisions for Creating Phygital Experiences

- 6.1. Adapting Physical Organizations to Digital: Phygital
- 6.2. Assortment and Layout
- 6.3. Conversational Marketing
- 6.4. Direct Marketing and Email Marketing: Mailchimp
- 6.5. Security and Payment Systems in E-commerce

7. Logistics and delivery: e-logistics and customer service

- 7.1. Definition and Characteristics
- 7.2. Components and Technologies of E-Logistics
- 7.3. Organization of the Logistics Process

8. Immersive technologies and their applications

- 8.1. Extended Reality: Augmented Reality, Mixed Reality, and Virtual Reality
- 8.2. Metaverse
- 8.3. Immersive Marketing
- 8.4. Artificial Intelligence

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	20,00
Independent study and work	30,00
Preparation of lessons	40,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Face-to-face theory class to present the essential theoretical content of the subject, including theoretical concepts with practical examples and other additional activities that will promote content understanding and critical thinking.

On-site practical classes, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on carrying out exercises, case studies and questions to debate or online experiments, with tutorial support.

EVALUATION

The subject of Electronic Commerce and Digital Distribution will be evaluated based on the following criteria and taking into account that the final grade for the subject will be calculated from the average of the evaluation of the theoretical part and the practical part, provided that both parts are Approve separately in order to pass the course.

- The theoretical part (50%) will consist of an exam. In order for the theory mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the final exam. Test questions and/or short development questions are the different possible modalities to consider in said exam. Both the test questions and the short questions can be both theoretical content and theoretical content applied to practice. This part of the evaluation is recoverable in the second exam session. In case of passing the theoretical part and failing the practical part in the 1st call, the theory grade can be saved for the second call.



- The practical part (50%) will consist of a continuous evaluation process where different activities will be developed that will serve to demonstrate the acquisition of the knowledge proposed for each topic. In order for the practice mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the continuous assessment. In case of passing the practical part and failing the theoretical part in the 1st call, the practice note may be saved for the second call.

In the event that you do not achieve that minimum to pass as a result of the continuous assessment in the first call, you must submit in a single pdf document the practices proposed by the teaching staff and resolved individually by the student (out of 1 points) and exam of practices that may contain questions related to the practical activities carried out during the course, experiences and cases analyzed in the theoretical module or new practical situations related to the theory learned (out of 4 points). The sum of the 2 notes will be the evaluation of the practice part (5 points). The student must obtain a minimum of 2.5 points in this part in order to pass the subject.

IMPORTANT NOTES REGARDING THE EVALUATION:

- It is necessary to pass the theoretical part separately (obtain at least 2.5 points) and the practical part (obtain at least 2.5 points) in order to pass the subject.

- Any student who, due to a duly documented reason (e.g., a work contract with a schedule incompatible with attending practical sessions), is unable to attend class must notify the course instructor within the first 15 days from the beginning of the semester. This will allow the teaching staff to set up an individualized system of continuous assessment for the practical component of the course. The student in question must submit the required activities individually through the virtual classroom within the deadlines established in the course syllabus. No other student may opt for this individualized system.

- Students who do not participate in the continuous assessment, either in person in class or through individualized follow-up in case of justified cause, will be considered to have not reached the minimum grade necessary to pass in the 1st call and will be evaluated in the 2nd call. , as described in the case of students who fail in the 1st call.

ACADEMIC HONESTY

The behavior of copying in an exam or plagiarizing an evaluative work, whether from the current course or previous ones, goes against the duties of students as stipulated in both state regulations and internal regulations of Universitat de València. The immediate consequence of such conduct will, in any case, result in a grade of zero and failure in the subject, in accordance with the Evaluation and Grading Regulations (hereinafter REC) approved by the Consell de Govern on May 30, 2017 (Article 13, paragraph 5); the Statute of the University Student, approved by RD 1791/2010, of December 30; and the Charter of Rights and Duties of Students of the Universitat de València, approved by the Governing Council Agreement on October 19, 1993, and amended by ACG on April 30, 1998.

The Code of Coexistence and Good Practices of UV, approved by the Consell de Govern on November 9, 2023, in Article 35.1 states that "plagiarism and academic fraud are misconducts that may lead to the application of sanctions provided for in the applicable regulations and will in any case be combated by the Universitat de València. Academic fraud is understood as any premeditated behavior aimed at falsifying the



results of an exam or work, whether one's own or another's, carried out as a requirement to pass a subject or to demonstrate academic performance. Plagiarism is considered the substantial copying, in whole or in part, of others' works, presenting them as one's own." Articles 69.7 and 70.4 consider plagiarism and academic fraud as serious or very serious offenses.

It is explicitly communicated to all students that mobile phones, electronic devices, or documents (smart watches, personal computers, digital tablets, etc.) of any kind not authorized are not permitted during any evaluative test. Non-compliance with this obligation will result in the student's expulsion from the examination venue and a numerical grade of zero (Article 13.6). The use of laptops, digital tablets, or similar devices is permitted only for note-taking or viewing educational material.

The aforementioned measures will be applied regardless of any disciplinary procedure that may be initiated against the student and, if applicable, the sanction in accordance with current regulations (REC, Article 13.7).

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- Liberos Hoppe, E., Ahumada LUyando, S. y Sánchez Ahumada, M. (2024): Inteligencia artificial para el marketing: Como la tecnología revolucionará tu estrategia (1ª ed.). ESIC Editorial.
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