CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

1. TIMELINE AND RELATION OF EDUCATIONAL UNITS

MP1: International E-Business (66 h)				
EDUCATIONAL UNITS	Hours, min +HLLD	Duration	Start Date	Final Date
UF 1: Tools for International e-commerce.	**45 h**	**45 h**	**09-09-2022**	**22-12-2022**
UF 2: The International e-business marketing plan.	**21 h**	**21 h**	**09-01-2023**	**27-02-2023**

This module requires full-time dedication.

2. METHODOLOGICAL STRATEGIES AND ORGANISATION OF MODULE

In order for the students to obtain the necessary skills for international e-business, the following methodologies of teaching will be given during the module.

- *Theoretical Classes*

Classes focused on teaching the educational units of the module (Tools for international e-commerce and the international e-business marketing plan)

- *Practical Classes*

The students will work in groups, individually and with the professor in real life cases, in class. These cases are focused on an extensive analysis in order to learn the expected skill and apply it correctly for future development of international e-business.

- *Case Studies and Presentations*

The class will be divided in groups, and each will be given case studies to analyze, develop and presentin class.
The cases will be regarding the international e-business and focused on the topics been discussed in class.

The Professor of the module will communicate, using one or all of the above mentioned methodologies, during this module the:
- • Goals objectives to obtain from the Module
- • Organization of classes and work to do in class.
- • Work to do at home.

The aim is to enhance the students´ interest in the subject, so the activities are designed to wake up their interest in learning situations, approaching their concerns, needs and level of development of their abilities.

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

In this module the professor promotes the following:

- Use previous knowledge of the students
- Case Simulation as useful tool
- Team working, cooperation and development of responsibility in students

In order to approve the module the students must attend more than 80% of the classes and complete the activities assigned by the professor: participation, tests, exercises, case studies, etc.

2.1. Distribution of Units in the Module

The module is divided into two educational units throughout the 2nd year of the program of "Ciclo Formativo".

Distribution of Units			
Course	**Educational units**	**Total hours**	**Hours per week**
2	UF 1: Tools for International e-commerce.	45	2
2	UF 2: The International e-business marketing plan.	21	1

2.2. Organization:

3. MODULE EVALUATION: CRITERIA

In order to pass the module criteria, all of the following must be true and student must complete;

1. Approve the educational unit of International commerce with a grade equal or greater than 5
2. Approve the educational unit of International business marketing plan with a grade equal or greater than 5.

The weighted average and evaluation formats of for each module will be

a) **EXAMS (50%)-** Each module will have test in order to evaluate the individual development of knowledge of the student

b) **CASE STUDY (25%)** – Professor will provide a case study to each group which they have to analyze and develop

c) **CASE PRESENTATION (10%)** – Case study given will need to be presented and exposed in class and presentation will be evaluated as a group. All group members will obtain the same grade.

d) **PARTICIPATION AND CLASS DISCUSSION (5%) – P**articipation is expected, and class discussions of different real-life cases are welcomed. The student will be evaluated on ability to analyze previous assignment given, work in teams and communicate effectively. If the student is not present, this will highly affect the grading of class participation and in class exercise.

4. TEACHING SPACE AND EQUIPMENT

Room	Description	Capacity	EQUIPMENT	Usage
Multipurpose	Room of classes	30	- Blackboard - Professor PC projector - Sound system	Explanations of professor Individual work Theoretical activities and preparation of cases, presentation and tests
Multipurpose	Room of classes	30	- Blackboard - Professor PC projector - Sound system	Explanations of professor Individual work Theoretical activities and preparation of cases, presentation and tests
Technical	Technical room	36	- Blackboard - Professor PC projector - Student computers (PCs)	Explanations of professor Individual work Individual and group activities Practical exercises and preparation of presentations

5. EDUCATIONAL UNITS SCHEDULE

Description of professional modules and training units:

Professional module 10: International e-business Length: 66 hours
Free allocation hours: None assigned

Training units included:

UF 1: Tools for international e-commerce. 45 hours
UF 2: The international e-business marketing plan. 21 hours

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

UF 1: Tools for international
e-commerce. Length: 45 hours

Learning outcomes

The learner will be able to:

1. **Obtain the basic knowledge and tasks required to use the Internet *as an international channel of company promotion.***

   1.1. Identify the essential concepts of the functioning and use of the network at international level.
   1.2. Evaluate the different systems of network connection.
   1.3. Configure access to the network computer system.
   1.4. Check the distinctive characteristics of intranets and extranets.
   1.5. Use the main national and international browsers to surf the net.
   1.6. Perform simple selective information searching, by using specific applications.
   1.7. Use national and international thematic browsers and other advanced search applications.

2. **Manage different Internet services and protocols *by using email and data transfer programs, among others.***

   2.1. Identify the elements that make up the electronic mail.
   2.2. Use the electronic mail directly from the Web.
   2.3. Use e-mail client programs to manage the transmission and reception of messages.
   2.4. Identify the file transfer network protocol (FTP) from a client machine to a server.
   2.5. Share files through a peer-to-peer computer network (P2P)
   2.6. Download free software regardless of time of use restrictions
   2.7. Download videos and music, among others.

3. **Determine the strategy to interact with other Internet users *by using specific programs, international forums and social networks in business.***

   3.1. Use web programs to maintain text cyber chats
   3.2. Use messaging programs.
   3.3. Establish contacts with other network users, using only sounds or sound and image, through international debate and opinion forums.
   3.4. Establish international contacts about specific issues through professional content thematic blogs
   3.5. Carry out communications, advertising and sales with international users through social networks.
   3.6. Generate audiovisual and photographic activity contents and commercial products and processes.
   3.7. Use the English language in international communications.

CFGS COMERÇ INTERNACIONAL

M10- INTERNATIONAL E-BUSINESS

4. **Define the e-commerce policy of the company and other administrative tasks by** *establishing the required actions to carry out online international sales*

    4.1. Establish the necessary parameters to create or adapt an international online business.

    4.2. Determine international client acquisition actions focused on the international e-Commerce.

    4.3. Recognize the network existing business models.

    4.4. Design an international virtual shop.

    4.5. Plan the management of orders received and of the entire logistic process.

    4.6. Identify legal and data protection aspects in international electronic commerce.

    4.7. Establish the international means of payment that will be used.

    4.8. Select the security systems that guarantee the operations privacy and invulnerability.

    4.9. Identify the existing types of electronic business.

    4.10. Identify the invoicing electronic formats (EDIFACT, XML, pdf, html, doc, xls, gif, jpeg or txt, among others).

    4.11. Establish the telematic transmission between computers.

    4.12. Guarantee the integrity and authenticity of telematics transmissions through a recognized electronic signature.

    4.13. Use specific applications to issue electronic invoices.

    4.14. Carry out online administrative tasks with national and international public and private bodies.

    4.15. Identify the programs, which are harmful for the security and integrity of the data stored in computer equipment.

    4.16. Implement the necessary security barriers to safeguard the stored information.

Contents:

1. **Execution of the necessary basic tasks to use the Internet**

    1.1. The Internet: its origin and evolution.

    1.2. Functioning: servers and clients, TCP/IP protocols, the World Wide Web and the network domains.

    1.3. Service providers. Internet connation means. Mobile connections.

    1.4. Access setting.

    1.5. Intranets and extranets.

    1.6. What a browser is and its functions: most used browsers.

    1.7. Searching national and international information in internet.

    1.8. Browsers: search engines and indexes; thematic browsers, multi search and meta search engines.

    1.9. Basic search concepts, special search syntax, advanced search option, additional services and specific tools.

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

2. Management of different Internet services and protocols:
  2.1   Electronic mail: What it is and how it works.
  2.2   The webmail: account creation. The basic functions of reading, answering and sending.
  2.3   . Automatic e-mail responses.
  2.4   Unwanted mails.
  2.5   POP3: What it is and its use.
  2.6   POP3 mail sending, reception and maintenance
  2.7   File transfer: What it is and its use.
  2.8   FTT servers: Applications.
  2.9   P2P networks (peer to peer): Applications
  2.10   Downloads: music, video and software.
  2.11   Freeware and shareware

3. Interaction strategy with other Internet users
  3.1   Voice and video telephone connections
  3.2   Hat groups: IRC and web chat programs.
  3.3   Instant messenger service.
  3.4   Videoconference
  3.5   International forums. Reading and writing in a forum
  3.6   International discussion groups.
  3.7   International social networks
  3.8   Weblogs, blogs and logbooks.
  3.9   International social networks for companies (social media)
  3.10   The community manager role
  3.11   Adding elements in an international social network site
  3.12   Using photographic and audiovisual elements in an international social network site
  3.13   External blogs and RSS
  3.14   How to search an interesting group of an international virtual community or social network.
  3.15   How to build a network of international influential contact
  3.16   Buying and selling in international social networks.
  3.17   Comercial/Business English
  3.18

4. Definition of the international e-commerce policy of the company
  4.1.   Concept and design of an international virtual store.
  4.2.   Digital business models: horizontal portals, B2B, B2C, among others.
  4.3.   Domain selection and registration.
  4.4.   Web showcase. E-catalogue.
  4.5.   Logistic control of goods sold online.
  4.6.   The complaint as an instrument of customer's loyalty.
  4.7.   The financial importance of a complaint.
  4.8.   Electronic international payment means.
  4.9.   Cooling-off periods and cancellations.
  4.10. Cryptography, symmetric key, asymmetric key and unique encryption key.

    4.11. Signature

    4.12. Digital certificates

    4.13. Encryption

    4.14. E-business: e-shop, e-mail, e-procurement, e-marketplace and e-auction, among others.

    4.15. Virtual business parks

5. Electronic invoicing and other administrative tasks specific of international trade.

    5.1. Electronic invoice: General aspects, conditions of use and legal regulations

    5.2. Security: recognized electronic signature.

    5.3. Electronic invoicing programs

    5.4. Relation with other companies and public bodies: e-banking, Social Security proceedings, Ministries entrusted in international trade and Treasury websites of Customs services, among others.

    5.5. Institutions related to international trade and to obtain the necessary documentation for the international sale of goods: state, autonomic and European Union administration bodies, Chambers of commerce, verification entities, among others.

    5.6. Security in internet: Spam, computer viruses, spyware, phishing.

    5.7. Antivirus programs firewalls and anti-spyware.

    5.8. Safe internet surfing: cookies

UF 2: The international e-business marketing plan.
Length: 21 hours

Learning outcomes

The learner will be able to:

1. **Design the digital marketing strategic plan of the company in the Internet** *by making a diagnosis and analyzing the market.*

    1.1. Analyze the consumer situation in international digital markets, the sector and the business international competitors.

    1.2. Define the company commercial network objectives: company motivation, markets and target audiences. 1.3. Analyze and study the current digital presence: objectives, structure, content, programming and browsers positioning.

    1.4. Define the redesign of the digital presence, made on the basis of the previous analysis, the definition and reorganization of the digital presence focused at markets and selected international target audiences.

    1.5. Evaluate the challenges of international electronic marketing: trust in payment means, logistic problems and security.

CFGS COMERÇ INTERNACIONAL

M10- INTERNATIONAL E-BUSINESS

2. **Design the digital marketing strategic plan of the company in the Internet in English** *by drawing potential customers and, eventually, turn them into business.*

    2.1. Determine the positioning processes and international online marketing, applying recruitment and relational marketing techniques.

    2.2. Use browsers positioning systems, advertising and promoting in browsers, mobile devices and other online promotion tools, in order to attract and increase the number of visits.

    2.3. Define usability and persuasion tools to turn visits into contacts and finally, into potential customers.

    2.4. Apply techniques to turn customers into sales and carry out further control and tracking.

    2.4. Manage and secure international customers' loyalty, by using communication tools, such as newsletters and building digital communities, among others.

    2.5. Analyze the result of international digital marketing actions, by means of statistics.

Contents:

1. **Design of the digital marketing strategic plan of the company in the Internet, by means of a market analysis:**
   1.1. Main characteristics of the international online customer. Diagnosis.
   1.2. Online and offline promotion of the export web
   1.3. Definition of the international digital strategy of the company:
   1.4. Establishing the company project target in internet.
   1.5. Identification of the users' profile
   1.6. Establishing the target audience to be reached
   1.7. Definition of how we want our company to be reached on the Internet.
   1.8. Identification of who, where and what our competence is like.
   1.9. Identification of what we want to communicate.
   1.10. Identification of the needs:
   1.11. Web application
   1.12. Online store
   1.13. Microsite
   1.14. Blog
   1.15. Social network application
   1.16. Mobile applications, among others.
   1.17. Functional and contents study: Definition of the content structure and its functionalities.
   1.18. Development: analysis and choice of technology.
   1.19. Design: Choice of graphic elements.
   1.20. Security and trust in the payment means through internet
   1.21. Logistic problems in international e-marketing.

CFGS COMERÇ INTERNACIONAL

M10- INTERNATIONAL E-BUSINESS

2. *Definition of an international digital marketing action plan in internet, capturing the visits of potential customers and turning them into business:*

2.1. Design of an international digital marketing action plan in internet.

2.2. Positioning tools in international browsers: e-mail marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and campaigns in related sites.

2.3. Canvassing policies: Brand building process.

2.4. International membership marketing. Welcome program. Mailing. Customer's magazine, RSS flow, newsletter. Telephone. Loyalty cards. Multi-brand loyalty programs. Customers club. Participation in events. Loyalty programs on the Internet. Multi-partnership loyalty programs. Added value related services.

2.5. Relational marketing and customer relationship management (CRM)

2.6. Online reputation

2.7. Cross marketing

2.8. Viral marketing

2.9. One-to-one marketing: Customization. Clients. Consumer customer service. After-sales service. CRM programs.

2.10. E-mail marketing

2.11. Mobile marketing applications and TDT, among others: Quick Response Codes (QR codes), geolocation applications, commercial use of augmented reality, among others.

2.12. Internet TV, video blogs and web TV, among others.

2.13. Statistical analysis and outcome measurement

2.14. Customer satisfaction measurement techniques: Face to face interview. Occasional surveys. Satisfaction barometers. Blogs, forums and chats.

2.15. Commercial English.

Learning and teaching activities:

UF 1: Tools for international e-commerce.					
Learning and teaching activities				Evaluation	
	RA	Content	CA	Evaluation tools	
1. Execution of the necessary basic tasks to use the Internet	6h.			In class exercises (CX.1) Exercise Search Engines (EX.1)	
Description	Internet Functions Service providers Intranets and extranets. Browsers Search Engines	1.1	1.1 - 1.9	1.1	
2. Management of different Internet services and protocols	5h.			Test (T.1)	

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

Description	Electronic mail File transfer Downloads Freeware and shareware	1.2	2.1 - 2.11	1.2	Exercise Electronic mail (EX.2)
3. Interaction strategy with other Internet users		12h.			In Class exercises (CX.2) Test (T. 2)
Description	Webchats International forums and discussion groups Communicate manager International Social Networks	1.3	3.1 -3.17	1.3	Case Study and exercises of International Forums and Social Networks (CS.1)
4. Definition of the international ecommerce policy of the company and tasks specific to international trade		22h.			
Description	Virtual Store Digital business models International Logistics and Payments Cryptography and digital signature Electronic Invoicing Other administrative tasks	1.4	4.1 - 4.16	1.4	In Class exercises (CX.3) Case Presentation (CP.1) Exercise of Domain name and Online Store (EX.3)
UF 2: The international e-business marketing plan.					
1. Design of the digital marketing strategic plan of the company in the Internet, by means of a market analysis		9h	1.1 - 1.7	2.1	In Class Exercises (CX.4) Analysis of Digital Market - SWOT(CS.2)
Description	Market analysis SWOT digital Digital objectives Strategies	2.1			

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

2. Definition of an international digital marketing action plan in internet, capturing the visits of potential customers and turning them into business		12h			
Description	Digital Plan				Test (T.3)
	Targeting and Positioning	2.2	2.1 - 2.15	2.2	Case Study of Targeting, Positioning
	Digital objectives				Case Study of Customers Groups (CS.3)
	Customers				Exercise Digital Marketing Plan (EX.4)

Assessment instruments:

The evaluation of UF1 and UF2 will be held continuously throughout the course duration.

As stated previously the evaluation tools consist of Class attendance and participation, Exams, Case Studies and Case presentations. The date of the exam is the official dates set in the academic calendar

Control	Evaluation Tools %																	TOTAL
	Excercies				In class Excercises				Case Study			Case presentation		Test				
	EX1	EX2	EX3	EX4	CX1	CX2	CX3	CX4	CS1	CS2	CS3	P1	P2	T1	T2	T3	T4	%
UF1 : Tools for International e-commerce.																		100%
CA1	8%				6%													14%
CA2		4%												25%				29%
CA3					2%				7%						25%			34%
CA4			3%			2%						18%						23%
UF2 : The internatioanl e-business marketing plan																		100%
CA1						25%			25%									50%
CA2				10%							15%					25%		50%

In case the student fails to pass the subject with continuously assessment, there will be a test in the recovery period established by the center. This test will consist of a written part and a practical part.

Equipment and resources for educational units:

For students:

- Notes posted on campus

- Links to web pages of interest.

- PowerPoint presentations.

- Materials posted on the Virtual Campus.

CFGS COMERÇ INTERNACIONAL
M10- INTERNATIONAL E-BUSINESS

Other resources:

- The normal equipment of a classroom assigned to the course.

- Computer equipment connected to the Internet.

- General purpose computing applications.

- Computer applications: Microsoft Windows, Microsoft Office Word, Microsoft Office Excel, Microsoft Office PowerPoint.

Bibliography

The class is designed to be interactive and practical exercises and case studies that are current in the industry. For this reason there will not be any books assigned to the class.

The professor will provide case studies and links to relevant information to be discussed in class; all this information will be updated and available in MOODLE (Campus Virtual) which is the OFFICIAL tool of communication for the class.