

Module: E-Business and Innovation	COMMON
<ul style="list-style-type: none"> ▶ Department: Business ▶ Credits: 10 ▶ Level 6 ▶ Pre-Requisites: Business Management 	<p style="text-align: right;">run by ESCOEX International Business</p> <p style="text-align: right;">School, Organiser: Aday Perera Rodríguez</p>
Overall Aims and Purpose	
<p>Know the opportunities that currently exist from a business point of view on the internet and work on business models specific to this media. Acquire the skills and knowledge necessary to put into practice online projects focusing on the application of innovation in all areas of the business.</p>	
Learning Outcomes	
<p>On successful completion of this module, the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the importance of Internet as a potential tool for a company's business capacity as well as its influence in the different functional areas, focusing on Marketing without forgetting E-Business technologies. 2. Identify the opportunities that arise in this new field and study in depth the use of Internet in all aspects of the business. 3. Apply and evaluate current knowledge concerning innovation management and understand innovation and creativity as a management process. 	
Indicative Content	
<ol style="list-style-type: none"> 1. Understanding innovation and its importance 2. Putting innovation into practice 3. General vision of e-business 4. Proposal of online business 5. Putting into practice the project 	
Assessment Methods	
<p>Practical assignment in groups of 2 based on the creation and putting into practice of a digital business model project 100%</p>	
Teaching and Learning Strategy	
<p>The development of the project takes on the whole focus of the module and the theory will be taught alongside the application of the practical concepts of the project.</p>	
Key Skills Taught	
<p>D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies</p> <p>D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations</p> <p>D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and Enterprise.</p>	
Indicative Reading	
<p>Essential Reading</p> <ul style="list-style-type: none"> • Mootee, I, (2014), <i>Design thinking para la innovación estratégica</i>, Madrid: Ed. Empresa Activa. • Pastor Bustamante, J, (2013), <i>Creatividad e Innovación</i>, Madrid: ICEX (Instituto Español de Comercio Exterior). 	

- Ponti, F, (2009), *¡Innovación!: los siete movimientos de la empresa innovadora*, Madrid: Ed. Granica.
- Reynolds, J, Rodríguez Ardura, I, (2013), *E-business: una perspectiva de gestión*, Barcelona: Editorial UOC.
- VVAA, (2016), *¿Cómo planificar un proyecto de inteligencia de negocio?*, Barcelona: Editorial UOC.

Webs

<http://www.emprendedores.es/>
<http://javiermegias.com/blog/>
<http://www.enriquedans.com/>
<http://www.territoriocreativo.es/blog>
<http://loogic.com/>
<http://www.invesp.com/blog/>
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<http://grokdotcom.com/>
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<http://www.shopify.com/blog>
<http://www.groovecommerce.com/>
<http://www.socialmediaexaminer.com/>
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