
CENTER OF BUSINESS SCIENCES

E-COMMERCE DEGREE PROGRAM

OBJECTIVE

Train graduates in Electronic Commerce able to identify and resolve social and economic problems in the areas of Business Management and Web development through the implementation of business strategies, business models and communication technologies and information, with social responsibility and human sense.

APPLICANT PROFILE

- Basic knowledge in: mathematics, computing, accounting and English.
- Skills: abstract thinking, problem solving, Interest in local and national events and issues.
- Facility for the management of information and communication technologies.
- Discipline and autonomy at work.
- Willingness and ease of teamwork.
- Entrepreneurial Attitudes.
- Openness towards innovation and change.

GRADUATE PROFILE

The Curriculum envisages the formation of the degree in Electronic Commerce based on the Institutional Educational Model from which the student will construct the following:

Skills for:

- Positioning, promoting and marketing products through electronic means to meet consumer needs.
- Evaluate the micro and macro environment of the organization by collecting, sorting and analyzing information from e-Commerce markets to use it effectively in decision-making.
- Develop commercial websites that guarantee reliable electronic transactions. Apply the legal and regulatory rules of the e-Commerce to efficiently and competitively market the products in the markets nationally and internationally.
- Optimize and automate commercial e-commerce channels for efficient and effective transactions. Promote appropriate mechanisms for users to perform secure electronic operations.
- Apply state-of-the-art commercial technologies to increase competitiveness in economic entities.
- Properly communicate commercial texts in the English language for use in global markets.

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Attitudes:

- Analytical, critical and reflective of the environment.
- Innovative and creative spirit. Spirit negotiator and conciliator.
- Adapting to changing contexts.
- Proactive and proactive.
- Leadership.
- Assertive.
- Entrepreneur.
- Ethical sense.
- Integral improvement.
- Respect and tolerance towards others.
- Provision for individual, collaborative, inter and multidisciplinary work.

Values:

- Autonomy and social responsibility
- Pluralism
- Humanism
- Quality

WORK FIELD

- Large, medium, small and micro-sized organizations, both public and private, where the business is commercial, industrial and services in the primary, secondary and tertiary sectors.
- The financial sector, companies of industry, processing, manufacturing, hotel, commercial chains, travel agencies and entertainment, SMEs, among the main.

DURATION

Nine semesters.

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SYLLABUS

PLAN: 2012

CAREER: 87

	T	P	C	CENTER	DEPARTMENT
First semester					
ACCOUNTING	2	3	7	C.ECO. Y ADMÓN.	CONTADURÍA
ADMINISTRATION	3	2	8	C.ECO. Y ADMÓN.	ADMÓN..
BASIC MATHEMATICS	1	3	5	C. BÁSICAS.	MAT. Y FIS.
E-MARKETING	3	2	8	C. BÁSICAS.	COM. ELECT.
COMPANY LAW	3	2	8	C.ECO. Y ADMÓN.	DERECHO
Institutional Program of Foreign Languages					
Institutional Program of Humanist Formation					
Second semester					
FINANCIAL OPERATIONS	2	3	7	C.ECO. Y ADMÓN.	FINANZAS
FUNDAMENTALS OF ELECTRONIC BUSINESS	4	0	8	C. EMPRE.	COM. ELECT.
BUSINESS PROCESSES	3	2	8	C.ECO. Y ADMÓN.	ADMÓN.
LEGISLATION IN THE E-COMMERCE	4	0	8	C. SOC. Y HUM.	DERECHO
METHODS AND RESEARCH TECHNIQUES	3	2	8	C. SOC. Y HUM.	EDUCACIÓN
Institutional Program of Foreign Languages					
Institutional Program of Humanist Formation					
Third semester					
EDITOR FOR ELECTRONIC MEDIA	2	2	6	C. ARTES Y C.	LETRAS
FINANCE I	2	2	6	C. ECO. Y ADMÓN.	FINANZAS
ELECTRONIC BUSINESS MODELS	4	1	9	C. BÁSICAS	SIST. DE INF.
PROBABILITY AND STATISTICS	2	3	7	C. BÁSICAS	ESTADÍSTICA
OPERATING SYSTEMS	2	3	7	C. BÁSICAS	SIST. ELECT.
Institutional Program of Foreign Languages					
Institutional Program of Humanist Formation					
Fourth semester					
BASIC STATISTICAL METHODS	2	3	7	C. BÁSICAS	ESTADÍSTICA
NETWORKS	3	2	8	C. BÁSICAS.	SIST. ELECT.
FINANCE II	2	3	7	C. ECO. Y ADMÓN.	FINANZAS
PROFILES OF CONSTRUCTION IN THE E-COMMERCE	3	2	8	C. EMPRE.	COM. ELECT.
WEB PROGRAMMING I	2	3	7	C. BÁSICAS.	SIST. ELECT.
Institutional Program of Foreign Languages					
Institutional Program of Humanist Formation					
Fifth semester					
MICROECONOMICS	3	2	8	C. ECO. Y ADMÓN.	ECONOMÍA
PROMOTIONAL MIX OF THE E-COMMERCE	3	2	8	C. EMPRE.	COM. ELECT.
MARKET RESEARCH	3	2	8	C. ECO. Y ADMÓN.	MERCADOTECNIA
WEB PROGRAMMING II	3	2	8	C. BÁSICAS	SIST. DE INF

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DATABASE	3	2	8	C. BÁSICAS	SIST. DE INF
SUPPLY CHAINS OF E-COMMERCE	3	2	8	C. EMPRE.	COM. ELECT.

Sixth semester

MACROECONOMY	4	1	9	C. ECO. Y ADMÓN.	ECONOMÍA
GLOBALIZACIÓN DEL E-COMMERCE	4	1	9	C. EMPRE.	COM. ELECT.
VALUE OF TRANSACTIONS IN E-COMMERCE	3	2	8	C. EMPRE.	COM. ELECT.
PROFESSIONAL ETHICS	2	2	6	C. SOC. Y HUM.	FILOSOFÍA
METHODS AND TECHNIQUES FOR SALE	3	2	8	C. ECO. Y ADMÓN.	MERCADOTECNIA
Institutional Program of Social Service (Induction Course)					

Seventh semester

IMPLEMENTATION AND OPERATION OF E-BUSINESS	1	4	6	C. EMPRE.	COM. ELECT.
BRAND MANAGEMENT IN E-COMMERCE	4	1	9	C. EMPRE.	COM. ELECT.
EVALUATION OF THE E-COMMERCE PROJECT	3	2	8	C. EMPRE.	COM. ELECT.
E-COMMERCE AUDIT	3	2	8	C. EMPRE.	COM. ELECT.
E-COMMERCE TRANSACTIONS	3	2	8	C. EMPRE.	COM. ELECT.
OPTIONAL PROFESSIONAL I Program	-	-	-		
Institutional of Social Service					

Eighth semester

E-BUSINESS CONSULTANCY	3	1	7	C. EMPRE.	COM. ELECT.
TRENDS IN THE E-COMMERCE	3	1	7	C. EMPRE.	COM. ELECT.
SOCIAL NETWORKS IN THE E-COMMERCE	3	2	8	C. EMPRE.	COM. ELECT.
MANAGEMENT OF ELECTRONIC STORES	2	3	7	C. EMPRE.	COM. ELECT.
OPTIONAL PROFESSIONAL II	-	-	-		
Social Service Institutional Program					
Institutional Program of Professional Practices (Induction Course)					

Ninth semester

INTEGRAL PROJECT IN E-COMMERCE	0	18	18	C. EMPRE.	COM. ELECT.
Social Service Institutional Program					
Institutional Program of Professional Practices					

INSTITUTIONAL PROGRAMS

- Professional practices
- Social service
- Tutorials
- Mobility and Academic Exchange
- Institutional Program of Foreign Languages
- Humanist Training Program

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DEGREE REQUIREMENTS

The graduate must adhere to the provisions of Chapter XIV of the degree in technical, technical and higher education, Article 156 of the General Teaching Regulations, which states the following:

"Once all the subjects and requirements indicated in the curriculum of technical, technical and baccalaureate degrees have been accredited, the graduate may request the issuance of his degree in the Department of School Control, after complying with the following elements:

- I.- To have fulfilled the requirements of Social Service, Humanistic Training, Professional Practices and Foreign Languages, defined in the institutional programs;
- II.- Check that there is no debt with the Autonomous University of Aguascalientes;
- III.- Have covered the quota established in the plan of taxation to obtain the title; Y
- IV.- Have submitted the exit exam. "

Approved by the Honorable University Council in an ordinary session held on December 15, 2011.