

## DESCRIPTION OF ELECTIVE COURSE

<b>Name of the school :</b> <b>Haute école de gestion de Genève</b>	<b>Academic Year:</b> <b>2021-2022</b>
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Course name</b>	<b>E-Business and Social Media</b>
<b>4. Code</b>	31044
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	5
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : .....
<b>9. Objectives</b>	<p>E-Business is an interdisciplinary topic encompassing both business and technology. The course is an introduction to this rapidly changing mode of doing business. It examines commonly used and emerging technologies as well as discussing the organizational impacts and management implications of moving into e-business.</p> <p>A number of specific applications are reviewed through case studies.</p> <p>In the rapidly evolving 21st century, in the world of search engine marketing and viral marketing, social media plays a leading role. This course explores social media marketing tools, techniques and strategies, examines the best ways to use them to build valuable and</p>

	<p>lasting relationships with customers and other stakeholders. Students learn how to exploit social media to interact and engage with real and potential stakeholders and to improve online campaign performance.</p> <p>This course is highly practical with hands-on exercises.</p> <p>The objective of this course is three-fold</p> <p>1) to demystify the topic of e-business by showing current methodologies and using state-of-the art tools.  2) to implement an effective social media and search engine strategies that go hand-in-hand with a website strategy.  3) at the end of this course, students will be able to create from scratch a business online together with the digital communication strategy that goes along with it.</p>
<p>10. <b>Contents</b> (General themes and descriptions, the accurate content may change)</p>	<ol style="list-style-type: none"> <li>1. Introduction to E-Business &amp; E-Commerce</li> <li>2. E-Commerce Business Models &amp; Concepts</li> <li>3. E-Business Management</li> <li>4. E-Commerce Marketing Concepts</li> <li>5. E-Commerce Marketing Communications</li> <li>6. Social E-Commerce Strategies</li> <li>7. B2B E-Commerce</li> <li>8. User Experience and Marketing Automation</li> <li>9. Hands-on: Building your first E-Commerce web store</li> <li>10. Introduction to Social Media</li> <li>11. Social Media Tools</li> <li>12. Search Engine Optimization for Social Media</li> <li>13. Video Marketing and the Customer Journey</li> <li>14. Facebook</li> <li>15. YouTube</li> <li>16. Instagram</li> <li>17. Social Media Metrics</li> </ol>
<p>11. <b>Evaluation</b></p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• A written exam during the semester; <b>and/or</b></li> <li>• Mid-term assessments during weeks 1 to 15 according to the decision of the instructor.</li> </ul> <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<p>12. <b>Remediation/repetition</b></p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. <b>Coordinator / main instructor</b></p>	<p>Jorge Sanchez Conejo</p>

**SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN**

<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....
<b>15. Characteristics</b>	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other: .....
<b>17. Time organization</b>	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other