Desarrollo de curso "comercio electrónico" en plataforma moodle para el programa de educación continua de la Universidad Estatal De Sonora

Development of course "electronic commerce" in moodle platform for the continuing education program of the Sonora State University

Desenvolvimento do curso "comércio eletrônico" na plataforma moodle para o programa de educação continuada da Sonora State University

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Resumen

La tecnología cambia muchas de las acciones de los individuos, como se aprecia con el comercio electrónico, el cual permite la compra y venta de productos a través de internet, facilitando en muchos casos las transacciones. El presente trabajo describe el desarrollo de un curso en línea que permite el aprendizaje de herramientas, conceptos y características a considerar para la implementación de sitios de comercio electrónico. Dicho curso fue desarrollado para utilizarse dentro del programa de educación continua de la Universidad Estatal de Sonora, campus Benito Juárez, con el objetivo de promover el uso del comercio electrónico en la región.

Abstract

Technology changes many of the actions of individuals, as we see with the e-commerce, which allows the purchase and sale of products through the Internet, facilitating, in many cases, these transactions. The present work describes the development of an online course that allows learning tools, concepts and features to consider for the implementation of e-commerce sites. This course was developed to be used in the continuing education program of the University of the State of Sonora, Benito Juárez campus, with the goal of promoting the use of electronic commerce in the region.

Resumo

A tecnologia muda muitas das ações dos indivíduos, como visto no comércio eletrônico, que permite a compra e venda de produtos através da Internet, facilitando em muitos casos as transações. O presente trabalho descreve o desenvolvimento de um curso online que permite o aprendizado de ferramentas, conceitos e características a serem considerados para a implementação de sites de comércio eletrônico. Este curso foi desenvolvido para ser utilizado dentro do programa de educação continuada da Universidade Estadual de Sonora, campus Benito Juárez, com o objetivo de promover o uso do comércio eletrônico na região.

Introduction

New technologies, in particular the Internet, tend to modify the communication between the different participants both personally and professionally. Nowadays, the business activities that are developed on the web are increasing. Therefore, it is common for small, large, private or even public administration offices to be forced to generate activities through the Web. For example, e-commerce is one of the areas that has grown rapidly, as many organizations and individuals seek in the world of the Web a secure source of information, materials, services and communication.

Therefore, the purpose of this paper is to justify the need to create an educational platform that shows the importance and advantages that electronic commerce offers both for the resolution of tasks of everyday life and in the business world. Electronic commerce represents an area of opportunity for many people, especially in the business world. Learning to use it as a commercial tool, without a doubt, offers small and medium-sized companies more and better possibilities to market their products.

Problem Statement

The new means used to exchange information and carry out commercial operations are changing a large number of aspects of social and economic organization. These new technologies are used through the Internet, an open communications system, with few technological limitations for its expansion and which create a global communication environment. In the same way, it also offers the possibility of making purchases or, simply, looking for products that interest people. E-commerce itself can be defined as the advertising, sale and distribution of products through telecommunications networks.

The e-commerce course is developed, to a large extent, by the demands and competences that exist between companies in the region of Villa Juárez, Benito Juárez, Sonora; since the products they sell from these companies do not achieve a reach beyond the region. Therefore, the incorporation of electronic commerce as an alternative will allow to extend the presence of the products. E-commerce as a commercial tool is quite useful because it is flexible and does not involve a large investment, especially for small businesses.

The course will be offered to all students enrolled in the Software Engineering educational program of the UES, Benito Juárez academic unit; as well as interested entrepreneurs in the

region, to integrate electronic commerce as an effective tool for their businesses. Some e-commerce tools are: telephone, fax, television, electronic payments and money transfer systems, electronic data exchange and Internet. The elements for which they can be used are: advertising, acquisition, payments, distribution, consumption, purchases and production.

Main question

What elements should an electronic commerce course integrate to motivate entrepreneurs and students of the UES of the UABJ, in Benito Juárez, to develop their own Web sites?

Justification

It is important to spread the benefits of electronic commerce to companies in the Benito Juárez region, above all, due to the economic impact it will cause, as well as to increase the levels of competitiveness and prestige, since the products could achieve recognition, even in other countries. The circulation of products provided by the Internet generates a direct effect on sales: a website that allows the customer to buy online exactly what they are looking for, at the exact moment they need it. For these reasons, it is essential to give an e-commerce course to the students of the UES in Benito Juárez, just so they can begin a process of familiarization with this tool and soon they can offer their services to entrepreneurs in the region. It should be noted that there are currently no companies in the region that market their products through e-commerce websites.

Objective

General objectives

Develop and implement an e-commerce course for the State University of Sonora on the Moodle platform.

This course allows companies to optimize, expand and extend their ability to do business, improving the information and services they can provide their clients.

Specific objectives

- Investigate issues related to electronic commerce to apply in the Benito Juárez region.
- Identify the ideal platform to implement the e-commerce course.
- Develop online activities that complement the learning.

- Promote the use of electronic commerce in companies in the Benito Juárez region.

Theoretical framework

E-commerce is any commercial exchange activity in which orders for purchase, sale and payment are made through a telematic means, which include financial and banking services provided by the Internet. (Neilson, 2009).

Electronic commerce in our days is familiar to many people. There are many well-structured websites that have become potential tools for buying and selling products online. Organizations should consider electronic commerce as a tool capable of reducing the boundaries involved in the buying and selling process, since among its advantages, for example, it provides the possibility of consolidating a sale, at any time, every day of the week , Without restrictions. In 1997, Choi, Stahl and Whinston mention different variants of electronic commerce:

• Company to company (in English: B2B (Business-to-Business)): It refers to economic transactions or relationships made between companies.

• Company to Administration (in English: B2A (Business-to-Administration)): In this category, the relations, normally business, of the companies with the Public Administrations are carried out.

• Company to Client (in English: B2C (Business-to-Consumer)): It is the commerce of the companies with the final client. It is done in online stores that distribute to the final consumer.

• Company to Employee (in English B2E (Business-to-Employees).) Establishes the relationships between companies and their employees.It is trade from the company to the workers.It occurs when there is a sale through the corporate website, or from a restricted access Intranet, to the employees of a company.

• Client to Company (in English: C2B (Consumer to Business)): they are the commercial relations of the consumers with the companies.

• Client to Client (In English C2C (Consumer-to-Consumer)): It is the trade that takes place between individuals. Normally they are transactions between netizens.

The people involved in electronic commerce take special care with the use of credit cards and the operations they carry out. Thus, PROFECO provides a series of consumer protection laws, policies and practices to limit fraudulent, deceptive and abusive commercial behavior. This protection is essential to build consumer confidence and establish a more balanced relationship in commercial transactions between suppliers and consumers. (PROFECO, 2017). The purpose of the PROFECO guidelines is to provide a framework and a set of principles that will help:

I) To governments in the review, formulation and implementation of policies, laws, practices, and regulations, if necessary, for consumer protection in the context of electronic commerce;

II) To associations of suppliers, consumer associations and self-regulatory bodies, to serve as a guide to the main characteristics that should be considered in the review, formulation and implementation of self-regulatory schemes for consumer protection in the context of trade electronic.

III) To the suppliers themselves and the consumers who establish relationships through electronic commerce, providing them with a clear guide of the main characteristics about the handling and delivery of information and the commercial practices that the suppliers must observe and the consumers must wait, in the context of electronic commerce.

At a global level, according to the World Trade Organization (WTO, 2013), the impact of electronic commerce is increasing and contributes to boost trade, as it accelerates the transactions of buying and selling between bidders and plaintiffs; It offers the buyer many amenities and the seller also benefits from doing what we call e-commerce. Too often (to your dismay), managers, CEOs and presidents believe that they can simply move their business online and drive it as usual. But that is no longer the case since e-commerce is a marriage between business and technology, therefore it is essential to understand the technological aspect of this union, as well as the way in which technology affects the business that already exists. (Velte, Toby J., 2001)

E-commerce is another tool provided by the Internet and, which has experienced a boom in recent years. The B2B has driven, fundamentally, the creation of portals to group

buyers. Thus, we find, for example, portals of automotive, food, chemical or hospitality companies, among others. (Ibrahim, Kaba, 2008)

Methodology

To carry out this project, the following steps were considered:

Investigate about electronic commerce

A documentary research was carried out in the digital library on e-commerce topics. According to the information obtained, key points were taken for the understanding and development of the virtual platform, taking into account also how e-commerce is used in several countries and what differences it has in each region.

2. Select and structure topics for the development of the online course

Support material was made on the topics obtained in the research of the virtual library; with them, activities were designed: slides were created with the selected themes, which will serve as an introduction and support material in the realization of the activities, which will be shaped according to the slides and explained in class.

3. Register at milaulas.com

A website was created in milaulas.com, where the name of the course's website and the e-mail were requested. Then a confirmation message was received that the site had already been created; a link is granted and you can enter by entering a username and password, you can also enter the site and create the course that will take place in electronic commerce.

Make introduction of the topic on the platform. A brief introduction to the e-commerce course was made to publicize the objective of the course and the advantages of electronic commerce in your community, this as a way to draw the attention of the people who are going to participate in the course.

4. Enter the platform support material in its respective order

The support material of each element was ordered in an orderly manner, according to the theme and the material was added to the platform so that it was complete.

5. Develop activities on the platform

According to the theme, the activities were carried out in each element, where we added a resource, and there we have the option to add the activity of each element.

Thematic content and activities were designed for each of the topics proposed for the e-commerce course.

6. Creation of user accounts

Once all the course configuration was finished, the necessary accounts were created to grant the participants and, thus, to start the course.

Results and Discussion

Description of the main sections of the e-commerce course.

1. Initial screen: the activities and resources of the course are displayed through a navigation system. Its organization is sequential and by themes. Figure 1.

Figura 1. Pantalla principal del curso en plataforma Moodle

Fuente: Elaboración propia

2. Introduction screen: this section offers a general introduction to the course, which has resources and tasks to complement the understanding of the subject. Figure 2

Figura 2. Actividad de Introducción al curso de comercio electrónico

Introducción al Comercio Electrónico (1 Hr)

📄 Recurso Comercio Electronico

📄 Tarea 1

Fuente: Elaboración propia

3. E-commerce theme: it is made up of a Power Point document which offers a brief introduction and explains some types of electronic commerce. Figure 3

Figura 3. Apartado del recurso del tema de comercio electrónico

Fuente: Elaboración propia

4. Space to qualify activities: this section has the action of rating the tasks sent by platform. Figure 4

Figura 4. Recurso de la plataforma Moodle para asignar calificación.

Fuente: Elaboración propia

5. Topic about the guidelines and regulations of electronic commerce: Figure 5 shows an introduction of the topic and its activity to be carried out.

Figura 5. Apartado para elaborar la tarea de este recurso

Fuente: Elaboración propia

Resource of the topic of e-commerce guidelines and regulations (2nd topic of the general e-commerce theme): some slides are shown according to the theme and based on what has been learned from them, activity 2 will be developed.

Figura 6. Recurso del tema lineamientos y regulaciones del comercio electrónico

Fuente: Elaboración propia

7. Resource of the subject electronic commerce models: it is conformed by a presentation and description of the activity 3. Figure 7.

Figura 7. Recurso del tema de modelos de comercio electrónico

Fuente: Elaboración propia

8. Section of the topic of Internet sales, business model, accompanied by activity 4 to reinforce learning. Figure 8
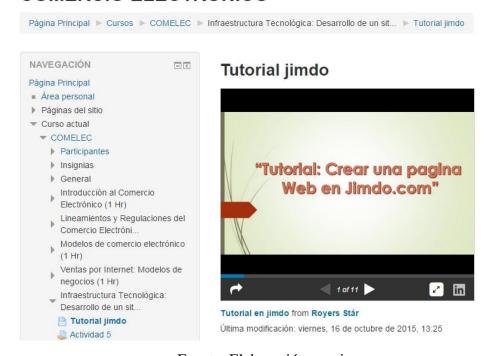
Figura 8. Tema modelo de negocios

Fuente: Elaboración propia

9. Resource create a web page in jimdo.com some slides are shown and according to the tutorial how to make a web page step by step. Figure 9.

Figura 9. Tutorial en JIMDO.COM

Fuente: Elaboración propia

Each of the developed sections included the necessary information and strategic exercises to support the learning and creation of e-commerce sites. It was sought that each participant of the course will realize a complete Web site of electronic commerce.

Conclusions

At the end of the present investigation, it was concluded that in most of the companies in the region it expresses a concern by not effectively achieving sales or having the relevant resources to promote its products and, therefore, obtain prestige and international recognition.

In order to support companies in the region, an educational platform was developed to disseminate the benefits of electronic commerce to business dynamics. Among other advantages, the existence of a system on the Internet that displays the products, prices, specifications, to any person, at any time and anywhere in the world; Without a doubt, it expands the commercial horizons of companies. For these reasons, a course is offered to guide those interested in the creation of a Web page. Thanks to the Moodle educational platform and the lessons taught by specialists, students achieve a significant advance in the production of websites, increased sales and, therefore, their companies begin to experience growth.

It should be noted that, to a large extent, technological advances have transformed, in almost all areas, the traditional way of doing things, and commercial issues are no exception. Technology provides a series of tools that contribute to improving the growth and effectiveness of companies. The gradual incorporation of these tools not only impacts on the improvement of processes or mechanisms of companies, but also, and most importantly, in sales.

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