



UNIVERSITY OF COSTA RICA
ARNOLDO FERRETO SEGURA CAMPUS
B. A. IN ENGLISH WITH BUSINESS MANAGEMENT TRAINING
COURSE OUTLINE: ONLINE COMMERCE
I Semester, 2024

Code: IP-0040

Course: Online Commerce

Course Type: Theoretical-Practical

Credits: 3

Weekly class hours: 4

Weekly student independent study hours: 5

Requisites:

Co-requisites:

Cycle: IX Cycle, Fifth Year

Course Schedule: Saturday: 1:00 pm to 5:00 pm

Teacher's contact information

Name: M.Sc. Gabriela Navarro Alpizar

E-mail: anagabriela.navarro@ucr.ac.cr

Student's assistance/office schedule: Saturday: 10:00 am to 12:00 pm

Course Description

In this course the student explores safety issues and legal regulations surrounding electronic commerce. A journey is performed by the main risks running an online e-commerce site, and security measures required to minimize the impact of an attack or attempted fraud. Also, they will be covered relations and concepts to terms of legality that sustain the electrical trade. Cases will be studied to practically understand the implications and responsibility of online commerce.

General Objective

To provide the student with a general overview of the security measures that an e-commerce site requires, well as the legal regulations protecting this activity, so that they can support the company in such necessary projects for international trade.



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Specific Objectives

1. To know the risk and fraud techniques to what e-commerce site is exposed.
2. To know the security measures applicable to an e-commerce site,
3. To study the legal regulations at the national level for e-commerce activity
4. To study legal relationships at the international level for e-commerce activity
5. To develop a project that evaluates an e-commerce site of a national company.

Contents

1. **Unit 1: Legal framework of e-commerce**
 - 1.1. Multilateral regulation in e-commerce
 - 1.1.1. WTO
 - 1.1.2. UNCITRAL
 - 1.1.3. UNCTAD
 - 1.2. Regional regulation in e-commerce
 - 1.2.1. Quick review on European Union regulation
 - 1.2.2. Quick review on United States Regulation
 - 1.2.3. Quick review on China Regulation
 - 1.3. E-commerce regulation in Costa Rica
 - 1.3.1. Key actors
 - 1.3.2. Free trade agreements
 - 1.3.3. Additional Trade regulations
 - 1.3.4. National legislation
2. **Unit 2: Information society: manipulation and handling of data in electronic commerce**
 - 2.1. Data Manipulation
 - 2.1.1. Big data and e-commerce
 - 2.1.2. Blockchain apply to e-commerce.
 - 2.2. Data protection
 - 2.2.1. Obligations in data protection of personal character
 - 2.2.2. Data collection forms: Obligation of information



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3. Unit 3: Applying the laws and regulations into my e-business.

3.1. Security in electronic commerce

- 3.1.1. Basic aspects of security
- 3.1.2. Threats and attacks sorts
- 3.1.3. Managing security in electronic commerce
- 3.1.4. Mechanisms for securing communications in electronic commerce.
 - 3.1.4.1. Authentication
 - 3.1.4.2. Cryptography
 - 3.1.4.3. Public Key Infrastructure
 - 3.1.4.4. Secure socle level
- 3.1.5. Mechanisms for securing networks in electronic commerce.
 - 3.1.5.1. Firewalls
 - 3.1.5.2. Virtual private networks
 - 3.1.5.3. Intrusion detection mechanisms
- 3.1.6. Utilization of digital certificates in the creation of an e-commerce site
- 3.1.7. Digital certificates in Costa Rica.

3.2. Norms and regulations

- 3.2.1. Applicable regulations on advertising (state level)
- 3.2.2. Sectoral rules on certain products (alcohol, snuff, drugs, food, cosmetics, cars, gaming and toys)
- 3.2.3. Treatment of women and children in advertising
- 3.2.4. Self-Regulation: codes of conduct, ethical codes and industry codes
- 3.2.5. Legal implications in communication features and prices
- 3.2.6. Organic Law on Data Protection (LOPD)
- 3.2.7. Indirect taxes
- 3.2.8. Law of Services of the Information Society (LSIS)

3.3. Legal aspects

- 3.3.1. How to comply with the law?
- 3.3.2. Legal obligations: What does my website need?
- 3.3.3. Other obligations related to data collection.
 - 3.3.3.1. Commercial electronic mail
 - 3.3.3.2. When advertising e-mails or SMS can be sent?
- 3.3.4. Information to the recipient
- 3.3.5. Information about cookies
- 3.3.6. Obligatory information that the website has to offer.
- 3.3.7. Online contracting
 - 3.3.7.1. To inform the user during the entire process
 - 3.3.7.2. Where and when has the contract been formalized?



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3.4. Legal issues on delivery

- 3.4.1. Which is the delivery time?
- 3.4.2. What must be delivered to the customer?
- 3.4.3. What is the deadline to return a product purchased online?
- 3.4.4. Can all products be returned?
- 3.4.5. What happens if the product arrives damaged?
- 3.4.6. Consumer safety

3.5. Ethical Code

- 3.5.1. Control mechanism on the code application: claims
- 3.5.2. Accession process
- 3.5.3. Activity data

Methodology

The course is based on a learning process based on the socio-constructivist approach, which emphasizes that the student:

- Build knowledge based on personal experiences and its active interaction with the environment.
- Creates its own subjective representations of objective reality based on previous knowledge.
- Develops their creativity, autonomy, and conflict resolution skills, through their interaction with the world.
- Develops social and communication skills that encourage collaborative work and the exchange of ideas.

In this sense, the teacher's role will focus on creating scenarios for the development of knowledge, skills, and experiences, providing the student with tools and acting as a catalyst for the teaching and learning process.

The dynamics of each class will generally be divided into two parts: the first will be a semi-master session where theoretical/conceptual elements related to the course topic will be addressed, and the second part will be a space for analysis and discussion of case studies, documentary videos or other similar activities, which is expected to generate a dynamic of debate and active learning among students. The development of specific tasks based on reflection, analysis and proactive ability will be the mechanisms to verify that students are understanding the thematic contents of the course.



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Finally, the classes will be complemented with workshops and in class activities with the implementation of technological tools in order to encourage the knowledge, curiosity and critical spirit of the student body and thereby generate a creative and spontaneous work and discussion environment, starting from the great theoretical postulates, but concentrating interest in those elements of the object of study that require attention and depth ; seeking to stimulate a climate of inter and intra group interaction.

The synchronous sessions will be developed through the Zoom platform during the hours assigned to the course, for which the date and the link to be used will be shared in advance, allowing the student to prepare their physical space and necessary devices.

The asynchronous sessions will be developed through the different resources offered by the Virtual Mediation platform, including delivery of work guides, short evaluations, discussion forums and collaborative works such as wikis.

The teaching materials that will be used during the course will be available in Mediación Virtual, so that the student can consult them. The teacher can incorporate additional material to that indicated in this program. The deepening of this is encouraged and can be done through bibliographic searches in the library or on the Internet, so students are expected to assume an attitude of autonomy and research initiative in the topics that will be covered during the semester. as well as very active participation in the sessions, to make them more interactive.

Note: This course is **100% virtual**. The institutional platform “*Mediación Virtual*” will be used to place the documents, presentations, and other materials of the course.

Evaluation

Description	Date	Percentage
Asynchronous work	Throughout the semester	15%
Essay	April, 27 th	15%
Case Study	May, 18 th	15%
Midterm Exam	May, 25 th	25%
Final Project	June, 29 th	30%
TOTAL		100%



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- **Asynchronous work:** Asynchronous activities will be mediated activities in such a way that students develop different activities with a specific learning objective. In these activities, students will be presented with different teaching resources, as well as generating questions that allow them to understand the topic that will be addressed during the session. Each activity will have a assigned percentage.
- **Essay:** The essay seeks to promote investigative skills as well as critical thinking in students. Students will develop an essay focused on manipulation and handling of data in e-commerce and the regulation around it or even the lack of regulations and the risk for the users, with the aim of focusing on the impact that these topics have on electronic commerce and daily life. The use of real examples is encouraged to give greater depth to the implications of the theme that each one will be developing.
- **Case study:** The extensive spread of fake news has the potential for extremely negative impacts on individuals and society. In this case study, the students will analyze cases that data manipulation and fake news have been proven to have side effects that impacts entire countries. The assignment will be developed in groups, each group must carry out research on the subject and must present a written report detailing the results of the research, once they have already carried out the research, they must propose a playful and entertaining way to put the students in competition putting into practice what they have just presented. On week 1, students must send the teacher the composition of the working groups (between 4 groups of 5 person per group) and in week 2 the topics will be assigned to each of the groups.
- **Midterm Exam:** The midterm exam will be structured around a series of carefully crafted scenarios that simulate real-life situations or theoretical problems relevant to the course content. Each scenario will be designed to assess the student's ability to apply course principles, think critically, and devise practical, innovative solutions.
- **Final Project "Compliance Analysis and Implementation Plan for E-Commerce Website":** This final project aims to assess the student's understanding of the legal framework governing e-commerce and their ability to apply this knowledge in a practical context. Each group will conduct a comprehensive compliance analysis of a hypothetical e-commerce website and develop an implementation plan to ensure its operations align with current laws and regulations.



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Schedule

Week	Date	Topics	Activities
1	March, 16 th	Unit 0: Fundamentals of e-commerce	<ul style="list-style-type: none"> – Introduction of the teacher and welcome to the students. – Reading and discussion of the syllabus. – Review of the fundamentals of e-commerce
2	March, 23 th	Unit 1: Legal framework of e-commerce 1.1. <u>Multilateral regulation in e-commerce</u>	<ul style="list-style-type: none"> – Asynchronous session – Teacher's presentation on the multilateral regulation in e-commerce – Discussion about what has been studied in the reading.
3	March, 30 th	Holy Week	
4	April, 6 th	Unit 1: Legal framework of e-commerce 1.2 <u>Regional regulation in e-commerce</u>	<ul style="list-style-type: none"> – Synchronous session – Teacher's presentation on the regional regulation in e-commerce – Discussion about what has been studied in the reading.
5	April, 13 th	Unit 1: Legal framework of e-commerce 1.2 <u>Regional regulation in e-commerce</u>	<ul style="list-style-type: none"> – Asynchronous session – Teacher's presentation on the regional regulation in e-commerce – Discussion about what has been studied in the reading.
6	April, 20 th	II Encuentro Anual de Profesionales IFGE – Evento presencial	
7	April, 27 th	Unit 1: Legal framework of e-commerce 1.3 <u>E-commerce regulation in Costa Rica</u>	<ul style="list-style-type: none"> – Asynchronous session – Teacher's presentation on the regional regulation in e-commerce – Discussion about what has been studied in the reading. – Essay
8	May, 4 th	Unit 2: Information society: manipulation and handling of data in electronic commerce <u>Data Manipulation</u>	<ul style="list-style-type: none"> – Synchronous session – Teacher's presentation on the regional regulation in e-commerce – Discussion about what has been studied in the reading.



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9	May, 11 th	Unit 2: Information society: manipulation and handling of data in electronic commerce <u>Data Manipulation</u>	<ul style="list-style-type: none">– Asynchronous session– Teacher's presentation on the data manipulation– Discussion about what has been studied in the reading.
10	May, 18 th	Unit 2: Information society: manipulation and handling of data in electronic commerce <u>Data Manipulation</u>	<ul style="list-style-type: none">– Synchronous session– Case Study– Presentations by students on case studies on data manipulation and its impacts.
11	May, 25 th	Midterm Exam	<ul style="list-style-type: none">– Asynchronous session– Case analysis carried out in groups that develop asynchronously.
12	June, 1 th	Unit 3: Applying the laws and regulations into my e-business. <u>3.1. Security in electronic commerce</u>	<ul style="list-style-type: none">– Synchronous session– Teacher's presentation on security in e-commerce– Discussion about what has been studied in the reading.
13	June, 8 th	Unit 3: Applying the laws and regulations into my e-business. <u>3.2 Norms and regulations</u>	<ul style="list-style-type: none">– Asynchronous session– Teacher's presentation on the norms and regulations applies in e-business.– Discussion about what has been studied in the reading.
14	June, 15 th	Unit 3: Applying the laws and regulations into my e-business. <u>3.3 Legal aspects</u>	<ul style="list-style-type: none">– Synchronous session– Guest speaker "Use and applicability of CRMs in digital companies and the data protection issues that it faces."
15	June, 22 th	Unit 3: Applying the laws and regulations into my e-business. <u>3.4 Legal issues on delivery & 3.5 Ethical Code</u>	<ul style="list-style-type: none">– Asynchronous session– Teacher's presentation on the legal issues on delivery and ethical code that applies in e-business.– Discussion about what has been studied in the reading.
16	June, 29 th	Compliance Analysis and Implementation Plan for E-Commerce Website	<ul style="list-style-type: none">– Synchronous session– Final Project Presentation
17	July, 6 th	Final Grades	<ul style="list-style-type: none">– Asynchronous session– Post of the final grades in Mediación Virtual

Note: The lecture require for each class will be post in Mediación Virtual.



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Bibliography

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- Asociación Española de la Economía Digital (Adigital). Libro Blanco de comercio electrónico: Guía práctica para PYMES.
- Chase L., Hanger N. (2002). Comercio electrónico: tácticas probadas para hacer negocios en Internet. Mexico, DF.
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- Lynch, P. y Horton, S (1999). Web Style Guide: Basic Design Principles for Creating Web Sites, Yale. University Press, New Haven, Connecticut.
- Marcia, F y Gosende J (2009). Posicionamiento en buscadores. Anaya Multimedia.
- Nielsen, J (2000). Designing Web Usability. New Riders Publishing, Indianapolis, Indiana.

*The instructor will assign complementary bibliography to be analyzed in class.



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REGLAMENTO DE LA UNIVERSIDAD DE
COSTA RICA EN CONTRA DEL
HOSTIGAMIENTO SEXUAL

Conducta de naturaleza sexual
indeseada por quien la recibe

MANIFESTACIONES

No verbales: miradas intrusivas, sonidos, silbidos, dibujos.
Verbales: piropos, comentarios sexualizados, invitaciones
insistentes a salir, propuestas sexuales.
Escritas: fotografías, imágenes, mensajes, correos.
Físicas: Toqueteos, abrazos, besos, otras manifestaciones.

SE PUEDE APLICAR A

Cualquier persona que forme parte de la comunidad
universitaria, integrada por personal docente,
administrativo y la población estudiantil. Y quienes
posean relaciones contractuales, no laborales, con la
Universidad de Costa Rica (servicios profesionales,
subcontratación, convenios, intercambios).

**PROCESO DE
DENUNCIA**

Proceso interno de
la comisión instructora

Audiencia: declaración
de las partes

Comisión instructora
emite informe final

- La denuncia debe hacerla
la **persona afectada**
- **Dos años** plazo a partir del
ultimo hecho de HS
- Debe aportar **pruebas**

DENUNCIAR ANTE

la Defensoría contra el
Hostigamiento Sexual.

Se puede hacer de manera
presencial en la Oficina de
la Comisión Institucional
Contra el HS o por correo

equipocontrahostigamientosexual@ucr.ac.cr



SRP Sede Regional del
Pacífico



Reglamento de la Universidad
de Costa Rica en Contra del
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