



MAYAHII

Secretaría De Economía

Préstamo 7571-MX

***Proyecto de Desarrollo de la Industria
de las Tecnologías de la Información***

**“Fortalecimiento y desarrollo de capacidades
de empresas en materia de comercio
electrónico y las TI”**

Executive Report

Executive Report

The present project was developed with the goal of generating training content on e-commerce for businesses and entrepreneurs in order to promote its use. Specifically, the project consists of an introductory course in electronic commerce and its lessons are available on video through Mayahii, an educational platform.

The project was developed during 16 weeks, starting with a profound review of related literature available and case studies that allowed us to state the theoretical framework that sustains each lesson. The instructional design was developed, based on the theoretical framework, determining the general learning goal for the course, the specific objectives for each lesson, and, later, the content of each lesson and corresponding additional material. From the content developed for each lesson, a script was written, to later continue with filming, editing, and producing a video per lesson. Once the 20 videos were produced, they were enabled on the online platform, Mayahii, and an iframe was created so that chosen partners may embed the content of the course in their websites, and a broader number of users take advantage of the materials.

The general learning goal for the course is that the student comprehends what is electronic commerce, its situation in Mexico, and its main components so that these concepts may be applied in his or her business practice. Furthermore, to analyze key messages for mexican businesses in terms of e-commerce. This is accomplished through 20 lessons, grouped under three main topics: introductory concepts, components of e-commerce, and key messages for the mexican business sector. Some of the specific topics covered include online marketing strategies, online security, laws and ethic in electronic commerce, among others. Each lesson consists of a video capsule which presents the theory, examples, and reflections on the subject and a downloadable file that contains practice exercises and evaluations, which allow students to verify and reinforce acquired concepts. Likewise, there is additional material available that can be downloaded, and allows participants to continue exploring and learning more about the concepts presented in each lesson.

The project "*Fortalecimiento y desarrollo de capacidades de empresas en materia de comercio electrónico y las TI*" contributes in the attainment of objectives established by PROSOFT 2.0, focused on accelerating the development and growth of the Information and Communications Technologies sector in Mexico. The diffusion of the content of the "Introductory Course to Electronic Commerce" will contribute to improve access for mexican enterprises to international marketplaces and foster collaboration between national and global companies, establishing mechanisms of online marketing and increasing areas of opportunities.