In this course, students will acquire the technical, organisational and social skills necessary for a real e-busi-
ness. The principal distinguishing feature of this course is its high practical relevance. The project work - evol-
ving from the conceptual design to status presentations and final report - will be completed in small groups.

Intended learning outcomes
After completion of the module students are able
(i) to understand challenges of real e-business companies;
(ii) to apply the acquired knowledge to solve a specific, real problem;
(iii) to present developed results;
(iv) to collect experience in the field of search engine optimization.

Method of assessment
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (approx. 10 to
20 pages) and presentation (approx. 15 minutes), weighted 2:1 or d) entirely or partly computerised written ex-
amination (approx. 60 minutes)
Language of assessment: German, English