Module title | Abbreviation
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E-Business Project | 12-EBP-132-m01

Module coordinator | Module offered by
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
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<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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**Contents**

In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving 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.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**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 examination (approx. 60 minutes)

Language of assessment: German, English

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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**Module appears in**

- Bachelor’ degree (1 major) Business Management and Economics (2013)
- Bachelor’ degree (1 major) Business Information Systems (2014)
- Bachelor’ degree (1 major) Business Information Systems (2013)