Module title: eBusiness
Abbreviation: 12-EBus-F-082-m01

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

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<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<td>5</td>
<td>numerical grade</td>
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Duration: 1 semester
Module level: undergraduate

Contents:

E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.

Intended learning outcomes:

The module provides students with knowledge about:
(i) E-Procurement
(ii) E-Shop
(iii) E-Marketplace
(iv) E-Community

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

Method of assessment: written examination (approx. 60 minutes)

Allocation of places: --

Additional information: --

Referred to in LPO I: (examination regulations for teaching-degree programmes)

Module appears in:
Bachelor’ degree (1 major) Business Management and Economics (2009)
Bachelor’ degree (1 major) Business Management and Economics (2008)
Bachelor’ degree (1 major) Business Management and Economics (2010)
Bachelor’ degree (1 major) Economathematics (2009)
Bachelor’ degree (1 major) Economathematics (2012)
Bachelor’ degree (1 major) Economathematics (2008)
Bachelor’ degree (1 major) Business Information Systems (2009)
Bachelor’ degree (1 major) Business Information Systems (2008)
Master’s degree (1 major) China Business and Economics (2014)
Master’s degree (1 major) China Business and Economics (2012)
Bachelor’s degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)