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

ECTS

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Method of grading

numerical grade

Only after succ. compl. of module(s)

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Duration

1 semester

Module level

undergraduate

Other prerequisites

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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

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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 (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)