Module title  
eBusiness

Abbreviation  
12-EBus-F-132-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  
umerical 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  
(a) written examination (approx. 60 minutes) or (b) term paper (approx. 15 pages) or (c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1

Allocation of places  
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Additional information  
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Referred to in LPO I  
(examination regulations for teaching-degree programmes)

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)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Media Communication (2013)