Module description

### Module title
eBusiness

### Abbreviation
12-EBus-F-152-m01

### Module coordinator
holder of the Chair of Information Systems Engineering

### Module offered by
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>
</thead>
<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

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 (2) + Ü (2))

### Method of assessment

(a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1

Language of assessment: German and/or 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

Master's degree (1 major) Media Communication (2016)  
Master's degree (1 major) Media Communication (2018)