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

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: undergraduate

Other prerequisites: --

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 (type, number of weekly contact hours, language — if other than German):

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Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus):

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)
Master’s degree (1 major) Media Communication (2019)