Module title			Abbreviation
Internet-Based Systems			12-M-IBS-102-m01

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

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

Intended learning outcomes

The module provides students with knowledge of:
(i) Theoretical concepts of strategy development and implementation in e-business context;
(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;
(iii) Transfer of concepts to other situations of entrepreneurial studies or work.

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

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

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

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places

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Additional information

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Workload

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Teaching cycle

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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) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Information Systems (2010)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)

Master's degree (1 major) Chinese and Economics (2012)