### Module title
Internet-Based Systems

### Abbreviation
12-M-IBS-102-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
graduate

### Other prerequisites
--

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

### Method of assessment
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
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--

### 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)