## Module title
E-Business Strategies

## Abbreviation
12-M-IBS-161-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)
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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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### 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)

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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) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English
creditable for bonus

### Allocation of places
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### 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) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) China Language and Economy (2016)