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|---|--------------------------|--|
| <b>Module title</b>   |                          | <b>Abbreviation</b>                          |
| E-Business Strategies   |                          | 12-M-IBS-161-m01                             |
| <b>Module coordinator</b>   |                          | <b>Module offered by</b>                     |
| Holder of the Chair of Information Systems Engineering  |                          | Faculty of Business Management and Economics |
| <b>ECTS</b>   | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b>  |
| 5   | numerical grade          | --   |
| <b>Duration</b>   | <b>Module level</b>      | <b>Other prerequisites</b>                   |
| 1 semester  | graduate                 | --   |
| <b>Contents</b>   |                          |  |
| <p>The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.</p>  |                          |  |
| <b>Intended learning outcomes</b>   |                          |  |
| <ul style="list-style-type: none"> <li>- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.</li> <li>- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.</li> <li>- Transfer the concepts to real business situations</li> </ul>   |                          |  |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)  |                          |  |
| V (2) + Ü (2)   |                          |  |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)  |                          |  |
| <p>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)<br/>           Language of assessment: German and/or English<br/>           creditable for bonus</p>   |                          |  |
| <b>Allocation of places</b>   |                          |  |
| <p>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.</p> |                          |  |
| <b>Additional information</b>   |                          |  |
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| <b>Workload</b>   |                          |  |
| 150 h   |                          |  |
| <b>Teaching cycle</b>   |                          |  |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)  |                          |  |
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| <b>Module appears in</b>  |                          |  |
| <p>Master's degree (1 major) Economathematics (2016)<br/>           Master's degree (1 major) Business Information Systems (2016)<br/>           Master's degree (1 major) Business Management (2015)</p>   |                          |  |

Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)