

<b>Module title</b>		<b>Abbreviation</b>
Seminar: E-Business Strategies		12-M-SEBS-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>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Academic literature review</li> <li>- Integration of developed results in scientific papers</li> <li>- Creating presentations and talks</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Assessment offered: Once a year, winter semester Language of assessment: German and/or English		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
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) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) Information Systems (2019)		

Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)