

Module title		Abbreviation
Seminar: E-Business Strategies		12-M-SEBS-242-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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.		
Intended learning outcomes		
<ul style="list-style-type: none"> - Academic literature review - Integration of developed results in scientific papers - Creating presentations and talks 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (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		
Allocation of places		
10 places. WA1: (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.		
Additional information		
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Workload		
300 h		
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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) Economathematics (2024)		