

Module title		Abbreviation
Social Commerce		12-SC-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The transition from Web 1.0 to Web 2.0 was a milestone for the Internet - from static to interactive, social media and strong e-commerce emerged. These areas merged into social commerce. The course covers the origins and basics of social media & e-commerce, defines social commerce, examines its business application, takes a look at future technologies (Web 3.0) and considers sustainability. This gives you a wide range of perspectives for understanding and shaping social commerce.</p> <p>Course structure:</p> <ol style="list-style-type: none"> 1. The path to social commerce 2. Basics of social commerce 3. Social commerce 4. Social commerce management - integration into everyday business life 5. Social commerce in the future - influence of new technologies 6. Social commerce - acting responsibly 		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understanding the basics of social commerce (also from the areas of marketing & e-commerce) • Application of the course content to develop a social commerce strategy • Self-competence through independent processing of the course content • Social competence (in particular communication and cooperation) by working together on parts of the portfolio exam 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English Course type: online course Virtuelle Hochschule Bayern (vhb)		
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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

keinem Studiengang zugeordnet