

<b>E-Commerce Management</b> <i>E-Commerce Management</i>							Modulnummer: M-MI/10		
Master Pflicht/Wahl <input type="checkbox"/> Wahl <input checked="" type="checkbox"/> Wahlpflicht <input type="checkbox"/> Sonderfall <input type="checkbox"/>				Modulbereich: Compulsory					
Anzahl der SWS	V	UE	K	S	Prak.	Proj.	Σ	Kreditpunkte: 6	Turnus every winter term
	0	0	4	0	0	0	4		
Formale Voraussetzungen: -									
Inhaltliche Voraussetzungen: -									
Vorgesehenes Semester: ab 1. Semester									
Sprache: Englisch									
Kommentar: Keine Anmerkung.									
Ziele: <ul style="list-style-type: none"> <li>• Ability to define different types e-commerce systems and to describe their major business and revenue models</li> <li>• Ability to understand e-commerce strategies and to describe the process of e-commerce strategy (re-)definition and implementation</li> <li>• Ability to understand the legal, social, ethical and business environments within which e-commerce operates</li> <li>• Ability to relate technical infrastructure and support services like payment and security to e-commerce implementation</li> <li>• Ability to identify and describe factors for e-commerce success</li> <li>• Ability to describe social networks, virtual worlds, and social software as facilitators of social e-commerce</li> <li>• Ability to elaborate and present a deeper understanding of e-commerce strategies and technologies at an academic level</li> </ul>									
Inhalte: <ul style="list-style-type: none"> <li>• E-commerce business models and strategies</li> <li>• Marketplace analysis for e-commerce</li> <li>• Regulatory, ethical and social environments of e-commerce</li> <li>• E-commerce infrastructure</li> <li>• E-marketing and customer relationship management</li> <li>• E-commerce security</li> <li>• E-commerce payment systems</li> <li>• Mobile and social e-commerce</li> </ul>									
Unterlagen (Skripte, Literatur, Programme usw.): <ul style="list-style-type: none"> <li>• Chaffey (2011): E-Business and E-Commerce Management</li> <li>• Jelassi &amp; Enders (2008): Strategies for E-Business</li> <li>• Turban et al. (2012): Electronic Commerce 2012</li> </ul>									
Form der Prüfung: presentations, written paper (individually and/or in small groups)									
Arbeitsaufwand		Attendance (Lectures and Tutorials)			56 h				
		Individual Preparation and Recapitulation			124 h				
		Summe			180 h				
Lehrende: Prof. Dr. J. Pöppelbuß					Verantwortlich: Prof. Dr. J. Pöppelbuß				