

E-Commerce Management <i>E-Commerce Management</i>							Modulnummer: ME-805.04													
Master Pflicht/Wahl <input type="checkbox"/> Wahl <input checked="" type="checkbox"/> Basis <input type="checkbox"/> Ergänzung <input checked="" type="checkbox"/> Sonderfall <input type="checkbox"/>				Zugeordnet zu Masterprofil <table border="0"> <tr> <td></td> <td style="text-align: right;">Basis</td> <td style="text-align: right;">Ergänzung</td> </tr> <tr> <td>Sicherheit und Qualität (SQ)</td> <td style="text-align: right;"><input type="checkbox"/></td> <td style="text-align: right;"><input checked="" type="checkbox"/></td> </tr> <tr> <td>KI, Kognition, Robotik (KIKR)</td> <td style="text-align: right;"><input type="checkbox"/></td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Digitale Medien und Interaktion (DMI)</td> <td style="text-align: right;"><input type="checkbox"/></td> <td style="text-align: right;"><input checked="" type="checkbox"/></td> </tr> </table>						Basis	Ergänzung	Sicherheit und Qualität (SQ)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	KI, Kognition, Robotik (KIKR)	<input type="checkbox"/>	<input type="checkbox"/>	Digitale Medien und Interaktion (DMI)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Basis	Ergänzung																		
Sicherheit und Qualität (SQ)	<input type="checkbox"/>	<input checked="" type="checkbox"/>																		
KI, Kognition, Robotik (KIKR)	<input type="checkbox"/>	<input type="checkbox"/>																		
Digitale Medien und Interaktion (DMI)	<input type="checkbox"/>	<input checked="" type="checkbox"/>																		
Modulbereich: Mathematik und Theoretische Informatik Modulteilbereich: 805 Wirtschafts- und Verwaltungsinformatik																				
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"> • Ability to define different types e-commerce systems and to describe their major business and revenue models • Ability to understand e-commerce strategies and to describe the process of e-commerce strategy (re-)definition and implementation • Ability to understand the legal, social, ethical and business environments within which e-commerce operates • Ability to relate technical infrastructure and support services like payment and security to e-commerce implementation • Ability to identify and describe factors for e-commerce success • Ability to describe social networks, virtual worlds, and social software as facilitators of social e-commerce • Ability to elaborate and present a deeper understanding of e-commerce strategies and technologies at an academic level 																				
Inhalte: <ul style="list-style-type: none"> • E-commerce business models and strategies • Marketplace analysis for e-commerce • Regulatory, ethical and social environments of e-commerce • E-commerce infrastructure • E-marketing and customer relationship management • E-commerce security • E-commerce payment systems • Mobile and social e-commerce 																				
Unterlagen (Skripte, Literatur, Programme usw.): <ul style="list-style-type: none"> • Chaffey (2011): E-Business and E-Commerce Management • Jelassi & Enders (2008): Strategies for E-Business • Turban et al. (2012): Electronic Commerce 2012 																				
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