Modulbezeichnung	**E-Commerce Management**
Modulverantwortliche(r)	Prof. Dr. J. Pöppelbuß
Modulart	Pflicht/Wahl ☒ Wahlpflicht ☐
Spezialisierungsbereich	
Dauer des Moduls	1 Semester
Kreditpunkte	6 CP

Arbeitsaufwand	Berechnung des Workloads
	    Attendance (Lectures and Tutorials) 56 h
	    Individual Preparation and Recapitulation 124 h
	    Summe 180 h

Turnus des Moduls	every winter term
Voraussetzung für die Teilnahme	Keine ☐ Folgende
Lehr- und Lernformen	Seminar ☐ Vorlesung ☒ Tutorium ☒ Praktikum ☐ Projekt ☐
Lernziele	• 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
Lerninhalte	• 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
Prüfungsformen	presentations, written paper (individually and/or in small groups)

Literatur	• Chaffey (2011): E-Business and E-Commerce Management
	• Jelassi & Enders (2008): Strategies for E-Business
	• Turban et al. (2012): Electronic Commerce 2012