E-Commerce Management	Modulnummer:
E-Commerce Management	ME-805.04

Master	Zugeordnet zu Masterprofil		
		Basis	Ergänzung
Pflicht/Wahl ☐			
Wahl ☒ Basis ☐ Ergänzung ☒	Sicherheit und Qualität (SQ)	☐	☒
Sonderfall ☐	KI, Kognition, Robotik (KIKR)	☐	☐
	Digitale Medien und Interaktion (DMI)	☐	☒

Modulbereich: Mathematik und Theoretische Informatik

Modulteilbereich: 805 Wirtschafts- und Verwaltungsinformatik

Anzahl der SWS	V	UE	K	S	Prak.	Proj.	Σ		Kreditpunkte: 6	Turnus
	0	0	4	0	0	0	4			every winter term

Formale Voraussetzungen: -

Inhaltliche Voraussetzungen: -

Vorgesehenes Semester: ab 1. Semester

Sprache: Englisch

Kommentar: Keine Anmerkung.

Ziele:
- 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:
- 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.):
- 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:	Verantwortlich:
Prof. Dr. J. Pöppelbuß	Prof. Dr. J. Pöppelbuß