

Title of course	eBusiness
Responsible instructor	<i>Prof. Dr. Thomas Urban</i>
Learning objectives	<i>Expertise is in terms of knowledge and understanding of business models and processes, provides typical eBusiness architectures and social media characteristics and the design of specific marketing requirements. The basic technical standards are considered. Methodological expertise is sought in particular in the process design, the implementation and realization of customer relationship based marketing concepts in eBusiness.</i>
Course contents	<i>Based on the technical and economics requirements regarding the implementation of electronic business processes and the economic characteristics of the Net Economy, different forms of communication and transactions between business partners are discussed. This concerns the design of the procurement (eProcurement), sales (eShop) and mediation processes (eMarketplace) and on the other hand also with Web 2.0 created electronic contact networks (eCommunitys). In addition to discussing the system requirements, process design requirements and management requirements specific design requirements on the marketing and implementation of electronic platforms for business transactions are treated</i>
Teaching methods	<i>Overhead, Power-Point-slides</i>
Prerequisites	<i>Basic knowledge of information management and distributed systems ; Basic knowledge in business administration</i>
Suggested reading	<i>Hass, B./Walsh, G./ Kilian, Th. (Hrsg.) (2008): Web 2.0 – Neue Perspektiven für Marketing und Medien; Springer Verlag Heidelberg Kollmann, T. (2013): E-Business, Gabler Verlag Wiesbaden Meier, A./Stormer, H. (2008): eBusiness & eCommerce - Management der digitalen Wertschöpfungskette; Springer Verlag Heidelberg, 2. Auflage Merz, M. (2002): E-Commerce und E-Business, dpunkt.verlag Heidelberg Sigler, C. (2010): Online-Medienmanagement Thome, R. et al. (2005): Electronic Commerce und Electronic Business, Verlag Vahlen München Weiber, R. (2002): Handbuch Electronic Business, Gabler Verlag Wiesbaden Wirtz, B. W. (2013): Electronic Business, Springer Gabler Verlag Wiesbaden</i>
Applicability	<i>The module aims to provide a practical orientation by specifying concrete problems of business practices and exemplary propose solutions based on a theoretical framework. Furthermore, realized through the integration of best-practice lectures the close integration of theory and practice.</i>
Workload	<i>Contact time/Presence studies 30 hours; Self-study and 50 hours; Test and exam preparation time: 10 hours</i>

ECTS credit points and weighting factor	3
Basis of student evaluation	<i>written exam</i>
Time	2
Frequency	<i>winter semester</i>
Duration	<i>1 semester</i>
Course type	<i>lecture</i>
Remarks	Teaching language is English.