

E-Commerce (English)

Module Title		E-Commerce (English)			
Module Title in English		E-Commerce (English)			
Module Leader		Prof. Dr. rer. pol. Ellen Roemer			
Teaching Staff		Prof. Dr. rer. pol. Ellen Roemer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel II	180 h	6	as of 2nd semester	Every Summer semester	1 semester
1	Type of Course Lecture: 2 h/week Exercise: 2 h/week	Scheduled Learning 4 h/week (= 60 h)	Independent Study Total: 120 h	Approx. Number of Participants Lecture max. 150 bzw. 120 Exercise max. 30	
2	Learning Outcomes / Competences <p>Upon successful completion of the course, students should be able to...</p> <ul style="list-style-type: none"> • explain the conceptual foundations of E-Commerce and E-Business and to distinguish from other terms and definitions, • explain digital value chains, • analyze and optimize business models based on the business model canvas, • define electronic procurement and digital marketing processes, • understand electronic negotiation processes, • submit recommendations for electronic supplier management and customer relationship management, • work in groups on practical case studies and to present the results in class. 				
3	Contents <ul style="list-style-type: none"> • E-Commerce and e-business • Market place analysis for e-commerce • Business model canvas • Infrastructure and e-environment • Digital business strategy • E-procurement • Digital marketing • Customer relationship management • Ethics, law and e-commerce 				
4	Teaching Methods Lectures, moderated discussions, exercises, case studies, group work, presentations				
5	Content-Related Module Prerequisites None.				
6	Formal Module Prerequisites				

	None.												
7	Type of Exams Written exam (60 minutes) (100%)												
8	Prerequisite for the Granting of Credits Passing the exam.												
9	<p>This Module Appears in:</p> <table border="0"> <thead> <tr> <th>Course of Studies</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19</td> <td>Compulsory Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> </tbody> </table>	Course of Studies	Status	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module	Modules in English at HRW	Elective Module
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10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits.												
11	Additional Information / Literature The module lessons are in English. Any form of the assignment will be in English as well. Required reading will be announced every semester.												