



E-COMMERCE

Bachelor of Arts (B.A.)

MODULE HANDBOOK

According to Study and Examination Regulations of 9 June 2022,
in the 2. amended version of 21 February 2024
For all first-year students from summer semester 2024 onwards



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Introduction to Business Management

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-1	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Describe the nature of business organizations and their stakeholders Depict the main business functions and their specific roles in business organizations <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand management tools that are available within different business functions Recognize that new digital technologies impact and reshape current business processes Understand fundamental processes and terminology present within specific business functions <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Use some of the most important management tools that are available within the different business functions and apply these tools to real-world business situations <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze the influence of an increasingly complex business environment on business decisions of a firm and examine its impact on sustainable business success Synthesize the opportunities and threats for businesses originating from new digital technologies <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the status of a business organization including strengths and weaknesses Appraise the competitive environment of a firm 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Business Basics: business, business management and economics, networking in business Business Strategy: an intro to analytical frameworks in business Business functions and their specific role in business organizations: International Management, Marketing, Entrepreneurship, etc. Digital Business: opportunities and challenges for businesses in a digitized world 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann</p>				
8	<p>Reading list</p> <p>Nickels, M. (2012): Understanding Business, 10th edition, McGraw-Hill Education. Skripak, S. J. and Poff, R. (2020): Fundamentals of Business, 3rd edition, Virginia Tech Publishing.</p>				

Principles of E-Commerce

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-2	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Identify the concept of e-commerce and of digital business Distinguish different digital business models and know the opportunities within these models (incl. B2B vs. B2C, platform business etc.) Differentiate the steps along the e-commerce transaction process <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Identify preconditions and cornerstones for operating a digital / e-commerce business successfully and understand the relevance of omni-channel and product suitability Gain awareness of the relevance of data driven performance measurement for business success The underlying behavioural science and design concepts in E-Commerce <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Embrace a customer centered mindset for digital business Apply software tools to better organize yourself and your results Get familiar with the case methodology and how to apply theoretical frameworks to business practice 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Digital business and types of e-commerce Cross-border e-commerce Preconditions for digital business / e-commerce Growth and differentiation in digital business / e-commerce Underlying behavioral science concepts 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies.</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber</p>				
8	<p>Reading list</p> <p>Chaffey, D. et al. (2019): Digital Business and E-Commerce Management, 7th edition, Pearson. Heinemann, G. (2023): The new online trade. Business models, business systems and benchmarks in e-commerce, Springer.</p>				

Finance & Accounting

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-3	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Remember the most important financial instruments and KPIs Recall basic methods of internal and external accounting Remember financial and accounting related implications when doing e-commerce across borders <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand the financial relationship between pricing decisions, costs, revenues and profitability Know essential theories in the field of use, evaluation and combination of financial instruments Understand the basic financial accounting principles and procedures within the context of HGB, IFRS & US GAAP <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Use some of the most important financial management tools to real-world business situations Apply basic financial accounting tools (e.g., balance sheet, profit and loss statement, ...) Use and calculate basic financial KPIs and KPIs relevant for E-Commerce Calculate business cases <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Solve quantitative business problems like those faced by today's professionals Analyze cash flows and understand the concept of net present values (including calculation) <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the financial status of a company including strengths and weaknesses Compare investment alternatives 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Internal accounting & Controlling External accounting Financing Investment and business valuation 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann / Prof. Dr. Felix Rößle</p>				
8	<p>Reading list</p> <p>Berk, J. and DeMarzo, P. (2019): Corporate Finance, 5th edition, Pearson. Weygandt, J. J. (2013): Financial accounting IFRS edition, 2nd edition, Wiley.</p>				

Foundations of Coding

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-4	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> • Basic programming concepts and algorithms • How programming languages evolved and resulting implications for future developments <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> • The role of programmers in complex modern software development processes • Distinguish between various classes of programming languages and choose appropriate ones <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> • Use various programming concepts to create algorithms that solve various problems • Create basic interactive software applications that users can interact with <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> • Analyze source codes to assess their quality and to solve code issues <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> • Perform assessments of software development projects through the lenses of common processes 				
3	<p>Course contents</p> <ul style="list-style-type: none"> • Introduction to programming as a discipline • Programming languages and their historical development • Imperative programming using the example of Python • Overview of typical control and data structures and algorithms • Hands-on coding experience: simple programming of an easy application 				
4	<p>Teaching methods</p> <p>Lecture by instructor and guest speakers, games, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Sebastian Feger</p>				
8	<p>Reading list</p> <p>Martin, R. C. (2008): Clean Code: A Handbook of Agile Software Craftsmanship, Prentice Hall.</p> <p>Thomas, D. and Hunt, A. (2019): The Pragmatic Programmer: your journey to mastery, 20th Anniversary Edition, Addison Wesley.</p> <p>Warner, A. (2020): Python for Absolute Beginners: A Step by Step Guide to Learn Python Programming from Scratch, with Practical Coding Examples and Exercises, Independently published.</p>				

Information Systems Fundamentals

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-5	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Tools, methods, architectures, and applications in business information systems <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Different systems and their uses and interplay in the global organization content How to define business information systems and architectures based on specific business requirements <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Configure business information systems, especially Enterprise Resource Planning (ERP) systems, to meet specific business needs Translate practical information system experiences into professional requirements analyses that help communicate with IT specialists <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Business Process Requirements and ERP Systems <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Business information system architectures and requirements analyses according to their suitability for specific business cases 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Overview of various business information systems and their interplay General information technology architectures and the role of business information systems within these paradigms ERP-Lifecycle Management: Enterprise Resource Planning, Supply Chain Management, Customer Relation Management, Production Planning, Application Integration, Archiving, Product Data Management, Product Lifecycle Management Practical configuration experiences with ERP systems Analyzing business information systems according to specific business cases 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Sebastian Feger</p>				
8	<p>Reading list</p> <p>Bocij, P. et al. (2008): Business Information Systems, 4th Edition, Pearson. Chaffey, D. et al. (2019): Digital Business and e-commerce Management, 7th Edition, Pearson. Kähkönen, T. et al. (2013): What Do We Know About ERP Integration? International Conference on Enterprise Information Systems. pp. 51–67.</p>				

Research Methods & Structured Analysis

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-6	4	5	1 st Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Describe the foundations underlying academic integrity in research Depict an effective and sound academic research process <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand the difference between qualitative and quantitative research Recognize the importance of style, format and readability for delivering and communicating impactful research results and research insights <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Implement the qualities associated with effective business writing Plan, create, and complete a variety of documents, with particular focus on the business and e-commerce context <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Conduct research using a broad range of sources by applying secondary and primary methods of research <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the status of a business organization including strengths and weaknesses Support claims with logical and persuasive reasoning, and critique the reasoning of others 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Scientific research: methods, approaches Academic writing: formal criteria, content-related aspects, requirements for citation Literature review and text analysis: frameworks, methods, visualizations, IT programs Empirical research: quantitative vs qualitative research, primary vs secondary research; empirical analysis software products, empirical case study research 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann / Emma Graupner</p>				
8	<p>Reading list</p> <p>Baierl, R. (2021): Academic Research Skills.</p> <p>Cardon, P. (2021): Business Communication, 4th Edition, McGraw Hill, New York, NY.</p> <p>Garner, B. A. (2013): HBR Guide to Better Business Writing (HBR Guide Series).</p>				

Introduction to Economics

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-7	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Recall fundamental economic concepts Remember conditions for market efficiency and market failure <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Comprehend the concept of opportunity cost, market equilibrium and economic rents Grasp the role of government in market regulation <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply economic theories to decision making <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze market structures and their effects Examine the impact of selected economic policies <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Consider ethical aspects of economic decisions Evaluate the consequences of economic policies 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Introduction to micro-economics: supply and demand, price vs. quantity, elasticities in economics, opportunity costs, market forms, market equilibria Introduction to macro-economics: fiscal policy, monetary policy, inflation, economic growth, macro-economic KPIs 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk / Prof. Dr. Wibke Michalk & Prof. Dr. Jan-Diederich Lücken</p>				
8	<p>Reading list</p> <p>The Core-Team (2023): The Economy: Economics for a Changing World, Oxford University Press, https://www.core-econ.org/the-economy/book/text/0-3-contents.html</p>				

E-Commerce Operations

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-8	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Recall the definition and characteristics of digital operation management and procurement in e-commerce <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand the relevance of operations management for overall business success Recognize the core steps of how to derive a sustainable operations strategy Identify the core operational areas in e-commerce (incl. customer service, logistics) <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply different methods of forecasting, capacity and demand planning <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Structure & visualize operations processes and derive improvement potential <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Compare and evaluate external providers 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Strategy and core components of operations managements Forecasting, capacity and demand planning Process design and quality improvement Customer service operations management Logistics operations, incl. warehouse strategy and footprint, logistics automatization Provider selection and management 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann / N.N.</p>				
8	<p>Reading list</p> <p>Heizer, J. et al. (2020): Principles of Operations Management: Sustainability and Supply Chain Management, 11th Edition.</p> <p>Johnston, R. et al. (2021): Service Operations Management, 5th Edition.</p> <p>Reid, D. and Sanders, N. (2019): Operations Management: An Integrated Approach, 7th Edition, Hoboken.</p>				

Business Communication

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-9	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Describe and define communication theories, models, and principles that impact business communication across diverse industries and fields in a global landscape <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Develop an understanding and awareness of ethical principles and diversity factors that impact the communication process as business leaders, managers, colleagues and employees <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply communication theories and principles to achieve communication goals in a wide variety of business contexts Demonstrate an understanding of small group communication dynamics <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Utilize critical thinking skills to examine communication strategies across diverse business environments <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Weigh different communication strategies against situational factors of specific business environments and company cultures Evaluate purpose, audience, context, and channel choice in different business settings 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Presentation skills: planning, delivery, design and persuasive storyline of presentations Career communication: cover letter, resume, interviews Interpersonal communication: principles of interpersonal communication, listening skills Team communication: team processes, team conflict, working in virtual teams Communication and networking 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann</p>				
8	<p>Reading list</p> <p>Cardon, P. (2021): Business Communication, 4th Edition, McGraw Hill, New York, NY. University of Minnesota Libraries (2015): Business Communication for Success.</p>				

Entrepreneurship

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-10	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Grasp the importance of an iterative and hypotheses-based approach when building up a new business <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Embrace an entrepreneurial mindset Develop an MVP of a product Set-up a business model <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze external feedback / input and be ready to radically question initial hypotheses <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Bring all aspects together in a consistent pitch deck and be comfortable to present it in front of an audience 				
3	<p>Course contents</p> <ul style="list-style-type: none"> The lean startup methodology Useful techniques for product planning and design (e.g., user-story mapping) Introduction into legal, financial and people topics when starting and scaling a new company Final pitch 				
4	<p>Teaching methods</p> <p>This course employs a very practical and hands-on approach. The methodology is directly applied in an entrepreneurial team project. Results of the entrepreneurial team project are presented at the end of the term in a final pitch. Guest speakers inspire with their own experiences.</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber / N.N.</p>				
8	<p>Reading list</p> <p>Ries, E. (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, New York.</p>				

Data Management & Analytics

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-11	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Different statistical parameters of location and dispersion Basic statistical operations in Python <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> The meaning and expressiveness of basic statistical parameters and analyses <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> The correct statistical measure(s) with respect to the available type of data in order to answer a specific question for one- and multidimensional data. The theoretical knowledge to datasets in Python 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Foundational mathematics: symbols and technical elements of mathematics in business, differential calculus in business and economics, integral calculus, matrices, linear systems of equations, stochastics, financial mathematics Statistics fundamentals: one- and multidimensional frequency distributions, parameters of location and dispersion Statistics: regression analysis, random processes and probabilities, discrete and continuous random variables Data Analysis Process including Data Wrangling and Visualization 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies, application in python</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk</p>				
8	<p>Reading list</p> <p>Cleff, T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics, Springer.</p> <p>McKinney, W. (2022): Python for Data Analysis: Data Wrangling with pandas, NumPy, and Jupyter, O'Reilly Media.</p> <p>Rosling, H. et al. (2020): Factfulness: Ten Reasons We're Wrong about the World--And Why Things Are Better Than You Think, Sceptre.</p>				

E-Commerce Law and Data Protection

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-12	4	5	2 nd Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> • Depict the legal requirements for e-commerce businesses in Germany and across borders <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> • Understand the requirement for legislation • Understand the legal risks and chances of e-commerce <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> • Conclude legally compliant contracts • Set up a legally compliant e-commerce-shop, paying attention to product compliance • Process data in accordance with the General Data Protection Regulation (GDPR) • Protect the trademark and reputation of the business <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> • Analyze legal risks <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> • Know when it is necessary to consult a lawyer 				
3	<p>Course contents</p> <ul style="list-style-type: none"> • Law of contract • E-Commerce regulation & product compliance • Electronic signatures and digital identity • Right of withdrawal for distance contracts • Competition law • Copyright law • Trademarks and domains • Data protection and IT Security Law • Reputation of enterprises on the Internet • Cross-Border-Regulation 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann / Andreas Nörr</p>				
8	<p>Reading list</p> <p>Hoeren/Sieber/Holznapel: Handbuch Multimedia-Recht, C.H.Beck, Loose-leaf book. Hoeren, Th.: Internetrecht, https://www.itm.nrw/lehre/materialien/ Härting: Internetrecht, Otto Schmidt Verlag.</p>				

Product Management in E-Commerce

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-13	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Define roles in product management Describe the software development lifecycle/end-to-end product journey <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Differentiate agile vs. traditional product management Understand the importance of product compliance Embrace the relevance of communication, people and teams for product management <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Employ Usability and UX principles to build a great user experience & design a prototype for testing with users Set-up a product roadmap <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze different types of customer- and product-related data and derive implications for product development <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Summarize findings into a product strategy and vision 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Product strategy & vision and roadmap, sustainability of products Product management methodologies User research, User experience and Design The role of testing, data & analytics to develop great products Knowledge about (emerging) technologies Organizational setup for product management 				
4	<p>Teaching methods</p> <p>This course is designed as an active-learning module and will combine lecture, cases studies, group work and the use of software tools. Guest speakers will bring real life cases into the study room.</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber</p>				
8	<p>Reading list</p> <p>Brennan, K. et al (2022): Digital Product Management, Swindon. Eyal, N. (2014): Hooked – How to build habit forming product. Norman, D. (2013): The Design of everyday things. Ries, E. (2012): Lean Startup.</p>				

Digital Strategy & Business Models

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-14	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Clarify the concept of digital strategy and know the different levels of strategy development in digital business <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Embrace the relevance of strategic thinking for digital business Differentiate digital business models and their key success factors Explain how companies can build new (disruptive) types of value creation and/or sustain established business models Gain awareness of the pitfalls of strategy implementation <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply core frameworks of sustainable strategy development <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Screen company and macro-environment (incl. technological trends, market screening, growth drivers) and derive value-creation potential 				
3	<p>Course contents</p> <ul style="list-style-type: none"> External and internal analysis (incl. technological trends) Digital strengths & weaknesses assessment Digital business models an innovation Strategy formulation and development Strategic business planning 				
4	<p>Teaching methods</p> <p>This course is designed as an active-learning module and will combine lecture, group work and especially deepen the learning experience through real-life strategy cases.</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann / Prof. Dr. Barbara Scharrer</p>				
8	<p>Reading list</p> <p>Callan, G. (2024): Digital Business Strategy, De Gruyter.</p> <p>Jelassi, T. and Martínez-López, F. (2020): Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation, 4th Edition, Cham.</p> <p>Wirtz, B. W. (2024): Digital Business and Electronic Commerce. Strategy, Business Models and Technology, 2nd Edition, Springer.</p>				

Marketing & Sales

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-15	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Describe fundamental marketing concepts and strategies, e.g. the 4 P's, SEO, SEM, Affiliate marketing Depict particularities of consumer behavior in B2C and B2B settings <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices, with particular focus on digital marketing and e-commerce Recognize the underlying ideas and principles around segmenting, targeting and positioning <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply fundamental marketing terms, concepts, principles, and theories and their effective applications to real-world situations in digital business and e-commerce <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Effectively collaborate to analyze marketing options and develop a marketing plan <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Make judgments about questionable marketing practices by using ethical decision frameworks that ensure the implementation of conscious, sustainable marketing practices Articulate and contrast current challenges and opportunities for marketing, arising from globalization, digitalization and most impactful mega trends 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Marketing Strategy, Marketing Plan & Marketing Environment, Global Marketing Conscious Marketing Marketing Research, Marketing Analytics & Tracking, Consumer Behavior The 4 P's: Products & Services, Pricing Decisions, Distribution, Marketing Communications Branding: Brand Strategy & Branding Decisions Digital Marketing: Online, Social, and Mobile 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann</p>				
8	<p>Reading list</p> <p>Grewal, D. and Levy, M. (2023): M: Marketing, 8th edition. Jobber, D. and Ellis-Chadwick, F. (2023): Principles and Practice of Marketing, 10th edition.</p>				

Social Media & Social Commerce

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-16	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> The most important social media channels, main characteristics, target groups and capabilities for business promotion and sales <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> How social media channels use algorithms to curate content for users The concept of targeted advertising and its relevance to social commerce Underlying behavioral and communication science of Social Media (Key concepts) <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Strategies and social media marketing techniques in order to achieve pre-defined objectives Social media advertising to promote product and services (influencer marketing, affiliate marketing) <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Key elements of Social Commerce on different social media channels Key Performance Indicators to monitor social media measures with regards to their success <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Ethical considerations related to data privacy and user tracking in advertising 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Social Media Strategy Social Media Channels Social Media Advertising Social Media KPIs, Tracking & Monitoring Social Commerce Legal & Social Aspects of Social Media Influencer Marketing 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber / Prof. Dr. Carolin Egger</p>				
8	<p>Reading list</p> <p>Hollensen, S.et al. (2022): Social Media Marketing: A Practitioner Approach. Independently published.</p> <p>Lawson, C. (2021): Intro to Social Media. Creative Commons Attribution 4.0 International License.</p> <p>MacDonald, J. (2022): Social Media Marketing Workbook: How to Use Social Media for Business. Independently published.</p>				

E-Commerce Systems

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-17	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Different possibilities to store data in E-Commerce environments. <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Why choosing the right type of data storage is important in E-Commerce. Which type of database is used for which type of data <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Logical operations to create the required combination of data SQL queries to retrieve data from databases and to store data 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Why do we need databases in e-commerce? Which databases do we need? Prerequisites: Boolean Logic and Set Theory Database design process Relational Databases How do you retrieve data from databases? (Structured Query Language and its application) How is data written into databases in ecommerce? Advanced and Distributed ecommerce systems 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies and application in SQL</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk / Prof. Dr. Wibke Michalk & Florian Mayer</p>				
8	<p>Reading list</p> <p>DeBarros, A. (2022): Practical SQL, 2nd Edition.</p> <p>Garcia-Molina, H. et al. (2013): Database Systems – The Complete Book. 2nd Edition. o.O.: Prentice Hall.</p> <p>Kurgalin, S. and Borzunov, S. (2018): The Discrete Math Workbook.</p> <p>Teorey, T. et al. (2008): Database Design: Know It All.</p>				

Supply Chain Management & Logistics

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-18	4	5	3 rd Semester	Each winter term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Describe key supply chain functions and their role in an organization <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand and calculate the impact of key supply chain functions on the financial figures in a firm or supply chain and how different supply chain configurations impact these financial KPIs Understand the considerations for Make-or-Buy and establishing a resilient supplier network, and review the key steps for establishing a sustainable supplier-buyer relationship in procurement <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Use demand forecasting methods to predict future demand and demonstrate how increased flexibility and coordination improves supply chain performance. Balance the appropriate costs to make optimal inventory ordering and stocking decisions for single demand periods, cycle inventory and EOL situations. <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Think analytically in order to successfully apply the knowledge and technical expertise learned during the course to solve a variety of real business problems. <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Evaluate the relationship between supply chain structures and logistical capabilities and how these support a firm's competitive strategy. Discuss current issues and challenges in supply chain management today. Evaluate supply chain networks and delivery configurations. 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Introduction to Supply Chain Management Supply Chain Strategy and Drivers and Performance Demand Forecasting & Inventory Management, Procurement Supply Chain Coordination and Planning Distribution Optimization & Strategic Sourcing Digitalization and New Technologies 				
4	<p>Teaching methods</p> <p>Lecture, cases studies, simulations, group work and supply chain software tools.</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk / N.N.</p>				
8	<p>Reading list</p> <p>Cachon G. and Terwiesch C. (2023): Matching Supply with Demand: An Introduction to Operations Management, McGraw-Hill, 5th ed.</p> <p>Chopra S. and Meindl P. (2018): Supply Chain Management: Strategy, Planning and Operation, Pearson, 7th ed.</p>				

Project Management

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-19	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Identify key terminology used in project management, such as scope, risk, stakeholders, deliverables, project management lifecycle, etc. <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Describe the differences between different project management methodologies (Agile, Waterfall, hybrid, etc.) and their suitability for various project types. Understand the success factors of project management, including significance of stakeholder management, team setup etc. Explain the role of a project manager and the core competencies required for effective project leadership. <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Develop a project charter and scope statement based on a given project scenario and create a work breakdown structure (WBS) to outline project tasks and responsibilities. Apply tracking mechanisms for project success and managing risks incl. the use of project management software to create and monitor a project schedule. Construct a project dashboard for tracking progress and communicating with stakeholders <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze the business case and rationale for a project Analyze project risks and develop a risk management plan with mitigation strategies. <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Evaluate project success und effectiveness of project management using key performance indicators 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Project Management Fundamentals Project Management Methodologies Project Planning and Scheduling Project Management Success Factors Project Monitoring, Evaluation, and Closure 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber</p>				
8	<p>Reading list</p> <p>Meredith, J. et al. (2021): Project Management: A Managerial Approach, 11th Edition.</p>				

Leadership & Organisation in the Digital Age

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-20	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Recall key leadership theories and organizational structures incl. leadership roles, responsibilities and their impact. <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand new challenges in leadership and organizational management through digital workplaces and environments. Understand their own approach to leadership and how they can develop. <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Synthesize leadership and organizational theories, reduce complex information to its essential core and develop and summarize recommendations for the management <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the effectiveness of various leadership styles and skills in addressing challenges posed by evolving societal expectations and digital transformation. 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Overview of leadership theories and organizational structures Functions of Leadership: Exploring key leadership roles, responsibilities, and their impact on organizational dynamics; Leadership styles and skills in the Digital Age Organizational Design and Behavior: Examining different organizational structures, cultures and their influence on employee behavior and performance (esp. regarding disruptive environments); Professional Leadership Development: Cultivating leadership skills, ethical decision-making, and effective communication in diverse organizational settings; Intra- and interpersonal skill management and development of own leadership style; Impact of technological advancements, global connectivity and evolving societal expectations on leadership and organizational structures 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber</p>				
8	<p>Reading list</p> <p>Northouse, P. G. (2019): Leadership: Theory and Practice. SAGE Publishing, Los Angeles. Schein, E. (2017): Organizational Culture and Leadership. Wiley, Hoboken.</p>				

Customer Experience Management

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-21	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Define the concept of customer experience management Describe the scope and challenge of customer experience management <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Discuss approaches to identify and implement effective customer experience management systems and approaches within businesses Understand new digital technologies that support and enhance the customer experience <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply approaches to successful customer experience management to real-life business contexts <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Differentiate between customer relationship management and customer experience management Analyze customer-centric implementations within different businesses and industries, using advanced analysis and tracking tools to ensure a personalized, seamless customer experience <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the effectiveness of a firm's customer experience management measures 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Scope and challenge of customer experience management Fundamental concepts of customer experience management Customer analysis, transaction initiation, relationship management Organizing for CXM, IT support for CXM, Controlling of CXM 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann</p>				
8	<p>Reading list</p> <p>Payne, A. and Frow, P. (2013): Strategic Customer Management, 1st edition. Shields, K. (2024): Customer Centric Strategy, 2nd edition.</p>				

Webshop

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-22	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> • Definition and purpose of webshops • Mechanisms around webshop security, payment, and digital media rights <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> • Factors that contribute to webshop success • The role of User Experience (UX) and Customer Experience (CX) in webshop design • The spectrum of implementation options (pro-code / low-code / no-code) <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> • Create a webshop across the entire implementation spectrum <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> • Customer requirements and how they enter into the webshop design <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> • The effectiveness of the webshop design plan and implementation using webshop tracking techniques 				
3	<p>Course contents</p> <ul style="list-style-type: none"> • Introduction to webshops and relevant design dimensions • Overview of User Experience (UX) design and evaluation methods and the general role of UX in webshop design • Basics around web development (HTML, CSS, JavaScript, Web server, responsive design) • Spectrum of webshop implementation options (pro-code / low-code / no-code) • Fundamental webshop qualities and dependencies: Security, payment, and digital media rights • Implementation of a webshop according to a design plan and subsequent evaluation 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Sebastian Feger</p>				
8	<p>Reading list</p> <p>Gage, M. and Murrell, S. (2022): User Experience Research: Discover What Customers Really Want, Wiley, 1. Edition.</p> <p>Simon, P. (2022): Low-Code/No-Code: Citizen Developers and the Surprising Future of Business Applications; The Future of Work, Band 3.</p>				

Channel & Platform Management

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-23	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> How to differentiate various types of digital platforms <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> The value creation structure and general design principles of digital platforms <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> The orchestration of platforms as an additional sales channel (merchant's perspective) <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Success factors of platforms in different segments (B2B and B2C) Success factors for launching a new platform <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Platform and omni-channel strategies 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Platform business model and value architecture Platform governance, rules & regulations Platform success factors Platform architecture and technical preconditions Platform data 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Ina Fuchshuber / N.N.</p>				
8	<p>Reading list</p> <p>McFadyen, T. (2021): Marketplace Best Practices: Transforming Commerce in the Platform Economy, McFadyen Digital.</p> <p>Parker, G. G. et al. (2017): Platform Revolution, Norton & Company.</p> <p>Srinivasan, R. (2023): Platform Business Models for Executives, 2nd edition, Springer Nature Singapore.</p> <p>Wortmann, F. et al. (2024): The platform business navigator. The strategies behind the most successful platform companies, Pearson.</p>				

Data Driven E-Commerce

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-24	4	5	4 th Semester	Each summer term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Measures of performance for machine learning approaches The general process of applying machine learning to data to achieve a specified goal <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> When to apply which machine learning approach in order to achieve a specific goal in e-commerce (i.e. clustering, classification, regression, dimension reduction) How to interpret measures of performance <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> The correct machine learning approach for a given goal – and be able to select optimized parameters for an optimal result 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Foundations of Machine Learning: Machine Learning Process, performance indicators and parameter tuning Applications of Machine Learning: different application scenarios and when to select which approach Machine Learning Methods: Classification, Regression, Clustering and Dimension Reduction 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk</p>				
8	<p>Reading list</p> <p>Gopinath R. et al. (2019): An Introduction to Machine Learning. Springer Cham. Samprit Ch. and Simonoff, J. S. (2012): Handbook of Regression Analysis. John Wiley & Sons.</p>				

Specialist required Elective Courses

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-25	24	30	6 th / 7 th Semester	Summer or winter	1 semester
1	Instructional language English		Contact hours 360	Self-study 540	Total workload 900
2	<p>Learning objectives</p> <p>The skills acquired in digital business and e-commerce throughout the first five semesters are deepened and expanded.</p> <p>The individual learning outcomes depend on the courses that each student chooses to attend. The catalogue of specialist required elective modules is determined by the Campus Council for each semester and set out in the study plan at the start of each semester. In addition, specialist required elective modules outside the catalogue can be taken upon request and approval by the head of the degree program. Course descriptions for Specialist required Elective Courses are available at the beginning of each semester and include the following competences levels: remember, understand, apply, analyze and evaluate.</p>				
3	<p>Course contents</p> <p>The individual course contents depend on the courses that each student chooses to attend. Course descriptions for Specialist required Elective Courses are available at the beginning of each semester.</p> <p>Electives offered on a regular basis include:</p> <ul style="list-style-type: none"> • Communication & Society • Employability & Professional Skills • Human-Computer Interaction: Foundations and Future Trends • International Business Expansion • Lead Management • Physical Computing & 3D Prototyping • Web3 & Blockchain in Business 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Written exam 60-120 min or oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Depends on elective course</p>				
8	<p>Reading list</p> <p>Depends on elective course</p>				

E-Commerce Project – Concept Stage

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-26	8	10	6 th / 7 th Semester	Each term	1 semester
1	Instructional language English		Contact hours 120	Self-study 180	Total workload 300
2	<p>Learning objectives</p> <p>During the E-Commerce Project, students individually have a hands-on experience of the most important phases of a specific project in the areas of e-commerce and digital business: In the Concept Stage, students develop a concept and produce content for a specific digital product from the areas of e-commerce and digital business. Exact product, industry and topic are communicated to students at the start of the project. As part of the dual study program, the e-commerce project must be completed with content related to the industrial partner.</p> <p>After successful completion of this module, students will be able to:</p> <p><u>A) Remember:</u></p> <ul style="list-style-type: none"> Describe components needed to holistically depict a concept for a digital product <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Recognize the importance of thorough planning for a digital product concept that is viable <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Apply a structured work plan during the project planning and concept stage Use content software to create audio-visual content for a digital product <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Explore and analyze the needs and desires of the target audience for a digital product <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Evaluate the acceptance of a digital product amongst potential customers (target group) 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Analysis of the needs of the target group for the specific digital product Planning the basic platform structure, navigation and user experience (UX) design Creation of a content plan for the presentation of the digital product Research on the industry, product and related topics Creation of a work plan Creation of videos, photos, audio recordings (interviews, etc.) for the digital product, depending on the product 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, course project</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Martin Fleischmann</p>				
8	<p>Reading list</p> <p>Chaffey, D. et al. (2019): Digital Business and E-Commerce Management, 7th edition, Pearson.</p> <p>Jelassi, T. and Martínez-López, F. (2020): Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation, 4th edition, Cham.</p> <p>Meredith, J. et al. (2021): Project Management: A Managerial Approach, 11th Edition.</p>				

E-Commerce Project – Execution Stage

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-27	4	5	6 th / 7 th Semester	Each term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>During the E-Commerce Project, students individually have a hands-on experience of the most important phases of a specific project in the areas of e-commerce and digital business: In the Execution Stage, students work on the technical implementation of a specific digital product from the areas of e-commerce and digital business – the concept and content for this product was already developed by students in the module <i>E-Commerce Project – Concept Stage</i>. As part of the dual study program, the e-commerce project must be completed with content related to the industrial partner.</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> Remember platforms and software solutions available for website development <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> Understand advantages and disadvantages of specific tools for marketing analysis and tracking of performance channels for a digital product <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> Develop and deploy functions for user interaction with a digital product <p><u>(D) Analyze:</u></p> <ul style="list-style-type: none"> Analyze customer and performance metrics derived from marketing analysis platforms <p><u>(E) Evaluate:</u></p> <ul style="list-style-type: none"> Assess the performance of a digital product amongst its target audience 				
3	<p>Course contents</p> <ul style="list-style-type: none"> Configuration of the virtual platform for the digital product Development of a website with modern web technologies and CMS integration Integration of a suitable marketing analysis platform (e.g. Google Analytics 4) on the platform Integration of tracking options for selected performance channels Development of functions for user interaction (forums, feedback forms, rating functions) Selection of target group-specific interaction and communication channels Implementation of a target group-specific UX design 				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, course project</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Sebastian Feger</p>				
8	<p>Reading list</p> <p>Bocij, P. et al. (2008): Business Information Systems, 4th Edition, Pearson.</p> <p>Brennan, K. et al (2022): Digital Product Management, Swindon.</p> <p>Chaffey, D. et al. (2019): Digital Business and E-Commerce Management, 7th edition, Pearson.</p> <p>Norman, D. (2013): The Design of everyday things.</p>				

Bachelor's Thesis

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-28	0	12	6 th / 7 th Semester	Each term	1 semester
1	Instructional language -		Contact hours 5	Self-study 445	Total workload 450
2	<p>Learning objectives</p> <p>The student demonstrates the following qualifications on the given topic:</p> <ul style="list-style-type: none"> • Independent, goal-oriented work on projects from business or science within the given deadline • Systematic approach to problem analysis and solution development using scientific methods • Competence in scientific documentation <p>The skills acquired by students in this module include not only the subject-specific expertise but also the ability to solve scientific or application-oriented problems, to formulate and structure them independently and to solve them in a well-founded and appropriate way.</p>				
3	<p>Course contents</p> <ul style="list-style-type: none"> • Independent application of the degree program's study content to a limited topic • Choice of methods and application of scientific methods and findings • Specific contents of the Bachelor's thesis depends on the chosen topic of the thesis 				
4	<p>Teaching methods</p> <p>Detailed discussions with the respective thesis supervisors to define the topic; discussion of procedure, methodology and structure as well as essential questions in the framework of the thesis</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Bachelor's thesis</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Depends on the supervisor of the thesis</p>				
8	<p>Reading list</p> <p>Depends on the topic chosen for the thesis</p>				

Bachelor's Thesis Seminar

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-29	2	3	6 th / 7 th Semester	Each term	1 semester
1	Instructional language English		Contact hours 30	Self-study 60	Total workload 90
2	Learning objectives The Bachelor's thesis is to be presented by each student orally within the framework of the Bachelor's Thesis Seminar. Key learning objective for each student is to present findings from a Bachelor thesis to a student audience and apply critical thinking during group discussions on the Bachelor thesis topics in class.				
3	Course contents <ul style="list-style-type: none"> • Bachelor theses presentations. • Q&A • Group discussions 				
4	Teaching methods Student presentations, discussion, group work.				
5	Prerequisites None				
6	Methods of assessment Oral examination 15-45 min or coursework				
7	Person(s) responsible for course contents / Person(s) teaching the course Prof. Dr. Martin Fleischmann / Prof. Dr. Martin Fleischmann & N.N.				
8	Reading list Depends on the topic chosen for the thesis by each student				

Business Practice Seminar

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-30a	4	5	5 th Semester	Each term	1 semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	<p>Learning objectives</p> <p>After successful completion of this module, students will be able to:</p> <p><u>(A) Remember:</u></p> <ul style="list-style-type: none"> • Methods to define and track goals • Methods for self- and time management <p><u>(B) Understand:</u></p> <ul style="list-style-type: none"> • Why it is important to ask for feedback on a regular basis and what should be considered when giving feedback <p><u>(C) Apply:</u></p> <ul style="list-style-type: none"> • Team building approaches, conflict management methods in a given application scenario • Apply goal setting and tracking jointly with self- and time management in a given scenario 				
3	<p>Course contents</p> <p>The Business Practice Seminar takes place in two parts. The first part takes place as blocked course before the start of the intensive immersion into business practice. In the first part, the students gain competencies in the following areas and apply them in a given scenario:</p> <ul style="list-style-type: none"> • Team building • Conflict Management • Business Conduct • Giving and getting Feedback • Defining and Tracking Goals • Self- and Time Management <p>The second part of the Business Practice Seminar takes place at the end or after the intensive immersion into business practice. In this part, students reflect on their immersion and how they applied the competencies from the first part.</p>				
4	<p>Teaching methods</p> <p>Lecture, discussion, team work, student presentations, case studies</p>				
5	<p>Prerequisites</p> <p>Business Practice Seminar Block 2 requires attendance of Business Practice Seminar 1</p>				
6	<p>Methods of assessment</p> <p>Oral examination 15-45 min or coursework</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk / Prof. Dr. Wibke Michalk & N.N.</p>				
8	<p>Reading list</p> <p>Fisher, R. et al. (2011): Getting to yes: Negotiating agreement without giving in, Penguin.</p> <p>Folkman, J. R. (2006): The power of feedback. 35 Principles to turning feedback from others into personal and professional change, Wiley.</p> <p>Quittschau, A. (2019): Business-Knigge. Die 100 wichtigsten Benimmregeln. Haufe, Lexware Verlag.</p>				

Practical Transfer Modules

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-30b	4 (total sum of 4 SWS distributed from 2 nd – 6 th semester)	5	2 nd ,3 rd ,4 th ,5 th , 6 th Semester	Each term	From 2 nd – 6 th semester
1	Instructional language English		Contact hours 60	Self-study 90	Total workload 150
2	Learning objectives After successful completion of this module, students will be able to: <u>(C) Apply:</u> <ul style="list-style-type: none"> Self-reflection techniques on career goals, personal strengths, and areas for improvement. <u>(D) Analyze:</u> <ul style="list-style-type: none"> Career goals, personal strengths, and areas for improvement. <u>(E) Evaluate:</u> <ul style="list-style-type: none"> Opportunities for innovation within their workplace and propose research-backed improvements. 				
3	Course contents <ul style="list-style-type: none"> Structured Documentation and Reflection Individual and Career Development Innovation and Critical Thinking 				
4	Teaching methods Reading, discussion, reflection				
5	Prerequisites None				
6	Methods of assessment Coursework				
7	Person(s) responsible for course contents / Person(s) teaching the course Prof. Dr. Sebastian Feger				
8	Reading list Depending on dual company partners				

Intensive Immersion into Business Practice

Module code	Weekly hours (SWS)	ECTS	Semester	Frequency	Duration
EC-31	0	25	5 th Semester	Each term	18 weeks
1	Instructional language		Contact hours	Self-study	Total workload
	-		-	-	-
2	<p>Learning objectives</p> <p>Students gain insights into relations between practical education and course of studies. These insights are generated either by means of a supervised work experience or by a founding venture.</p> <p>In terms of soft skills, students learn about team work and collaboration with peers, managers and customers and deepen the competencies from Business Practice Seminar Block 1.</p> <p>Students get in touch with technical and organizational relations, structures and processes of a company. Additionally, they get to know sociological challenges in a working situation and apply the knowledge from Business Practice Seminar Block 1 in order to address these challenges.</p> <p>The students apply the basics from the first two years of their studies and apply these either in a company or a founding venture.</p> <p>The of this module is to gain insights from applying soft skills in an e-commerce working environment.</p>				
3	<p>Course contents</p> <p>Supervised work experience-based practical period spent at a relevant company or evidenced by a founding venture</p>				
4	<p>Teaching methods</p> <p>-</p>				
5	<p>Prerequisites</p> <p>None</p>				
6	<p>Methods of assessment</p> <p>Practice report</p>				
7	<p>Person(s) responsible for course contents / Person(s) teaching the course</p> <p>Prof. Dr. Wibke Michalk</p>				
8	<p>Reading list</p> <p>Depends on the internship or founding venture</p>				