

E-Commerce

Business-to-Consumer, Business-to-Business, Consumer-to-Consumer, Peer-to-Peer, Concepts and Security

Target group(s):	7. Semester KTB 7. Semester SWB 7. Semester TIB	Module number	IT 701-03
Workload: therefrom	2 Credits Contact hours Self study Exam preparation		60 Hours 30 Hours 15 Hours 15 Hours
Language of instruction:	English		
Module owner:	Prof. Dr.-Ing. Warendorf		
Date:	01. 10. 2011		

Prerequisites:

None

Total Target:

Introduce Students to the fundamental concepts of E-Commerce and the Internet.

Module content:

- E-Commerce – the revolution is just beginning
- E-Commerce business models and concepts
- The Internet and World Wide Web: E-Commerce infrastructure
- Building an E-Commerce Web Site
- Security and encryption
- Pay ment
- E-Commerce marketing concepts
- E-Commerce marketing communications
- B2B E-Commerce: Supply chain management and collaborative commerce

Reference material:

- K. Laudon, C. Traver: E-Commerce, Prentice Hall

Offered:

Win ter semester

Submodules and assessment:

Type of instruction:	Lectures with follow-up work and preparation for examination
Type of assessment:	Oral examination, 20 minutes

Semester periods per week:	2 SWS
Estimated student workload:	60 hours

Aims, learning outcomes:

The main focus will be on studying the different aspects of eCommerce and to understand the underlying processes and technical background as well as the marketing aspect. Students will also be doing practical training on Webdesign, interactive Webpages (JSP), Usability and Project Work.