

E-Commerce Workshop

Course ID	B+W0009w
Lecturer	Prof. Dr. Andrea Müller
Study Program	BW / LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	StuPo 2013/2: 2 Credit Hours / 2 ECTS StuPo 2016/2: 2 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Seminar
Exam	Lab Work and Presentation
Requirements	Principles of IT, Marketing and Management
Max Participants	-
Contents	<p>The course covers an introduction in e-commerce principals and is based upon a firm marketing- and IT-background. It is designed to provide an understanding of doing web-based business, which technical and conceptual challenges are to resolve for companies addressing the B2B and B2C markets.</p> <p>In a first part the course provides the students with a basic understanding of e-commerce, the main definitions and recent trends of technical and conceptual developments.</p> <p>In a second part the course focuses on practical developing and realizing business models of e-commerce.</p> <p>The central focus is set upon:</p> <ul style="list-style-type: none">• How does e-commerce work?• What are success criteria for e-commerce applications?• What other channels can be combined for sales-management?• Why is user experience a central aspect of e-commerce applications?• What business models could become successful in the future? <p>Students develop in teamwork (3-4 persons) an e-commerce application and test it in the CXT-Lab.</p>
Learning Objectives / Skills	<p>By the end of the course the students should be able to</p> <ul style="list-style-type: none">• analyze e-commerce applications• develop and realize concepts of e-commerce applications
Literature	provided in class