

Georg-August-Universität Göttingen Module B.WIWI-WIN.0032: Electronic Commerce		6 C 2 WLH
Learning outcome, core skills: The course's objective is to familiarize students with the forces driving electronic commerce. They understand the impact of technology on the way businesses sell their goods or services in electronic channels. They can assess challenges in business development for such companies and are familiar with appropriate models and theories to address these challenges. The awareness of social and ethical issues attached to technology enables them to make sound strategic decisions in the field of electronic commerce.		Workload: Attendance time: 28 h Self-study time: 152 h
Course: Electronic Commerce (Lecture) <i>Contents:</i> The course introduces the foundations of Electronic Commerce. Topics covered in this course include: <ul style="list-style-type: none"> • foundations of E-Commerce (E-Commerce infrastructure; Business models for E-Commerce), • relevant issues in E-Commerce (Online consumer behavior, Products and services in E-Commerce, Pricing strategies in E-Commerce; Social Media and Advertising in E-Commerce), • advanced topics of E-Commerce (B2B E-Commerce; Legally and technically securing E-Commerce; Ethical issues in E-Commerce). 		2 WLH
Examination: Written examination (60 minutes) ! Electronic Commerce		6 C
Examination requirements: <ul style="list-style-type: none"> • Demonstration of in-depth knowledge of the foundations of electronic commerce, • proof of an understanding of relevant issues in electronic commerce and ability to apply the knowledge to specific problems. 		
Admission requirements: none	Recommended previous knowledge: none	
Language: English	Person responsible for module: Prof. Dr. Manuel Trenz	
Course frequency: each winter semester	Duration: 1 semester[s]	
Number of repeat examinations permitted: twice	Recommended semester: 3 - 6	
Maximum number of students: not limited		