

Valid from 2025.HS

Module description: E-Commerce	
Module Code	w.MA.XX.ECOM.19HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	In this module, you will learn about various digital business models, such as classic online shops, digital marketplaces, mobile, live, and curated shopping, as well as comparison and customer platforms. One focus will be on how to operate and develop an online shop successfully. Product information and presentation, user-friendly design of order and payment processes, and conversion optimization play an essential role. The fundamentals of digital business management include data-based analyses and the optimization of the entire online sales process.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Fabian Oehninger
Deputy Module Coordinator	Frank Hannich
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Enterprise Development • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type Compulsory Elective
Prerequisite Knowledge	While no prerequisite knowledge is necessary, some affinity to and interest in digital topics will be required. Lectures attended and some professional experience in the field of e-commerce, sales, or digital marketing are an advantage.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">• learn about growing markets and trends in e-commerce.• know about different digital commerce business strategies, concepts, and models.• understand the processes, organization, infrastructure, and systems of an online shop.• analyze, operate, and align different digital sales and marketing channels to generate online sales.• can run and improve their own digital business.• know about different digital business models, such as traditional online shops, market places, comparison platforms, and social media commerce, among others.• learn about new technologies and applications in the domain of e-commerce (voice commerce, social commerce, augmented and virtual reality, IoT, etc.).• know about the different instruments and services to optimize usability, conversion rate, and revenues.• understand how to manage and align different information, communication, and sales channels.																																	
Module Content	<ul style="list-style-type: none">• Introduction, growth, trends, and markets in e-commerce• Business models, strategies, and concepts in digital commerce• Omnichannel sales and shop management• Shop architecture and transaction• Payment & digital services in e-commerce• Content and product information creation and management• Digital advertising for e-commerce• Conversion optimization, usability, and testing• Customer and distribution services• Digital analytics and e-commerce analytics																																	
Links to other modules	This module is linked to the following modules:																																	
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos																																	
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Case Studies• Interactive Instruction		Social Settings Used: <ul style="list-style-type: none">• Individual Work																															
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td colspan="2">62 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	-			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	28 h	0 h	62 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written exam</td><td>closed book</td><td>60</td><td>100.00</td></tr><tr><td colspan="2">Permitted Resources</td><td>Spec. calculator acc. to leaflet "Utilities"</td><td colspan="2">With dictionary</td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>-</td><td>-</td><td>-</td><td>-</td><td>-</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	Written exam		closed book	60	100.00	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary		Others	Assessment	Format	Length (min.)	Weighting	-	-	-	-	-					
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Classroom Attendance Requirement	None																																	
Compulsory Reading																																		
Recommended Reading	<ul style="list-style-type: none">• Graf, A. (2016). The E-Commerce Book: About a Channel that became an Industry. CreateSpace Independent Publishing Platform. ISBN 978-1536937800.																																	

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Comments	