E-Commerce (English)

Module Title	E-Commerce (English)
Module Title in English	E-Commerce (English)
Module Leader	Julia Thalmann-Ulshöfer
Teaching Staff	Prof. Dr. Julia Thalmann
Courselanguage/	English

Code	Workload	Credits	Semester	Semester Offered	Duration
Handel II	180 h	6	as of 2nd semester	Every Summer semester	1 semester

1	Type of Course	Scheduled Learning	Independent Study	Approx. Number of Participants
	Lecture: 2 h/week Exercise: 2 h/week	4 h/week (= 60 h)	Total: 120 h	Lecture max. 150 bzw. 120 Exercise max. 30

2	Learning Outcomes / Competences

Upon completion of the course students will be able to:

- Distinguish electronic commerce and digital business, know the key stakeholders for e-commerce and their capabilities.
- Understand platforms, mechanisms, tools and applications in E-Commerce and put those in the context of rapid technological change. Know best practice examples.
- Appreciate the global nature and issues of social and mobile commerce, demonstrate awareness of ethical, social and legal aspects of e-commerce.
- Conduct features of existing e-commerce businesses, and propose future directions or innovations for specific businesses.
- Examine, analyse and critically discuss future business models, such as intelligent E-Commerce and E-Payment in group project work.

Additional skills that will be trained:

- Develop problem-solving and analyzing skills.
- Critically discuss implications and consequences of future E-Commerce business models.
- Demonstrate effective team-work and oral presentation skills.
- Develop a webshop including all functions, thereby applying the theoretical knowledge in practice.

3	Contents

Electronic Commerce has grown rapidly over the past years, it includes the process of electronically buying and selling goods, services, and information; but has evolved as well in fields such as innovating, communicating, collaborating, and discovering information. E- Commerce can be approached either from a technological or managerial perspective. In this E-Commerce class you will learn what is involved in starting and operating an E-commerce business. Hence, this course focuses on principles of e-commerce from the managerial perspective. It provides an overview of various business models, virtual value chains, the online target audience, social and mobile commerce. In addition, some of the major issues associated with e-commerce (e.g. security, privacy, intellectual property rights) will be briefly touched. E-Commerce is a very complex phenomenon and students will examine latest E-Commerce tasks and trends in their group work. As such they understand best the different perspectives (firm, market, technology, consumer behavior etc.) influencing the evolvement of this vibrant business.

Moreover, E-Commerce has made it possible to start a retail business without opening a bricks-and-mortar shop. Due to the major benefit of E-Commerce to create opportunities to start businesses in unconventional ways, an entrepreneurial viewpoint will be used. Students will analyse and develop their own E-Commerce business case and develop their own strategy accordingly. A software system will help them translating their ideas to a real online shop.

4	**Teaching Methods**
	Lectures, moderated discussions, exercises, group project work, presentations

5	**Content-Related Module Prerequisites**
	Principles of International Retail Management

6	**Formal Module Prerequisites**
	None.

7	**Type of Exams**
	Part 1: mid-term presentation (10 min.) Examlanguage: English (passed/not passed) Part 2: Final presentation (30 min.) (100%) Examlanguage: English Students are required to have successfully passed Part I in order to participate in Part II.

8	**Prerequisite for the Granting of Credits**
	Passing both, the exam and the presentation.

9	**This Module Appears in:**

Course of Studies	**Status**
Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module
Modules in English at HRW	Elective Module
Zukunftssemester	Elected Specialization

10	**Weighting of Grade in Relationship to Final Grade**
	Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits.

11	**Additional Information / Literature**
	• Kollmann, T. (2019): E-Business Kompakt – Grundlagen elektronischer Geschäftsprozesse in der digitalen Wirtschaft mit über 70 Fallbeispielen, Springer, Wiesbaden. • Laudon, K. C. & Traver, C. G. (2021): E-Commerce 2021-2022 – business. technology. society, 17th Edition, Pearson, Harlow. • Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.-P. & Turban, D.C. (2019): E-Commerce 2018 – A managerial and social networks perspective, Springer, Wiesbaden.