Internationalisation of Ecommerce & Intercultural Aspects (English)

Module Title	Internationalisation of Ecommerce & Intercultural Aspects (englisch)
Module Title in English	Internationalisation of Ecommerce & Intercultural Aspects
Module Leader	hrw\sarah.hosell
Teaching Staff	LB Mario Holt
Courselanguage/	English

Code	Workload	Credits	Semester	Semester Offered	Duration
IIA EC	180 h	6	as of 6th semester	Every Summer semester	½ semester

1	Type of Course	Scheduled Learning	Independent Study	Approx. Number of Participants
	Lecture: 2 h/week Seminar: 2 h/week	4 h/week (= 60 h)	Total: 120 h	Lecture max. 150 bzw. 120 Seminar 15

2	Learning Outcomes / Competences
	Knowledge and understanding as well as application and knowledge creation. The module provides students with an opportunity to establish a basic and structured way of analysing the internationalisation of Ecommerce In the foreground are the concepts using theories regarding the motivation for internationalisation, Changing competitive environment, selection of overseas markets, modes of overseas market entrance, increasing Virtualisation, accessibility and affordability of cloud based services, Complexity and Customer Relationships and how they may be improved. Tackles the Internationalisation and Intercultural aspects of Ecommerce through: **People** (Change management , Culture management) **Process** (International Marketing, Logistics & Payments , Agile Process Management) **Technology** (Cloud Computing , IOT, AI,Machine Learning) Students learn to recognise the interplay of technology and economic drivers to be able to derive management implications. We will deal in depth with management questions that revolve around Management Information Requirements and Change Management employing techniques such as business case-studies, real-world examples, and mini-exercises. The ability to work in a team and cross-cultural interaction is supported.

3	Contents
	Foundations • Globalization • ☐ Challenges and Opportunities

Digital Information Management

- ☐ Digitalization of business processes
- ☐ Management Information Requirements, Big Data & Analytics and how these transform IT landscapes and business
- ☐ Cloud Computing – Considerations (geographic and industry-specific, Data protection) Migration to Cloud, Service Models - IaaS/ PaaS/ SaaS,
- ☐ Industry 4.0. industrial Internet of Things, AI, machine learning

International & Intercultural Management

- ☐ International Marketing – Product/ Content /Search /Affiliate/ Social/ Mobile
- ☐ Role and importance of International transport logistics within the increasingly competitive global business environment, Last mile logistics.
- ☐ Importance of Payment preferences, multiple payment options and secure payment processes, Payment Service Providers
- ☐ Challenge for International enterprises with globally distributed teams to collaborate and scale agile - Agile Elements Scrum , Sprint based development aligned to the changing business needs.
- ☐ Digital Business Models - Key Building Blocks of Digital Transformation in Organizations and Industries - Digital Platforms and Ecosystems
- ☐ Cultural variances of local markets, Product, Content, Channel preference, Payment options, Fulfilment delivery times
- ☐ Change Management: approaches so that new technologies, processes and people are better understood and accepted within a new business culture.

4	**Teaching Methods**
	Lecture combined with exercises, group work & case studies
5	**Content-Related Module Prerequisites**
	none
6	**Formal Module Prerequisites**
	none
7	**Type of Exams**
	Schriftliche Ausarbeitung (15 Seiten) (100%) Prüfungssprachen: Englisch
8	**Prerequisite for the Granting of Credits**
	passed presentations during the lecture period
9	**This Module Appears in:**
	Course of Studies **Status**
	E-Commerce_BPO 2017_BPO2019_BPO2020 Elective Module
	E-Commerce_BPO 2023 Elective Module
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** E-Commerce: Themenschwerpunkt: Wirtschaft, Integrated Retailing, B