

Net Economy (English)

Module Title		Net Economy (English)			
Module Title in English		Net Economy			
Module Leader		Prof. Dr. rer. pol. Ellen Roemer			
Teaching Staff		Prof. Dr. Ellen Roemer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
	180 h	6	as of 5th semester	Every Winter semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Online Mentoring: 2 h/week Exercise: 2 h/week	4 h/week (= 60 h)	Total: 120 h		Online Mentoring Exercise max. 30
2	Learning Outcomes / Competences On completion of this module, students should: knowledge and understanding <ul style="list-style-type: none"> • have an enhanced understanding of net economy topics such as Social Media, Web 2.0, Social Commerce, Viral Marketing, etc.; discipline skills <ul style="list-style-type: none"> • be able to analyse and apply net economy concepts and frameworks to business situations; personal transferable skills <ul style="list-style-type: none"> • be able to work together in international groups of students using web-based tools such as Skype, Ning, GoogleSites, GoogleDocs, etc. 				
3	Contents Students will work together in teams on net economy topics such as Social Media, Web 2.0, Social Commerce, Viral Marketing, etc. However, the team members will not be together in class, but spread all over Germany and even all over the world. Regular class sessions will be held on the Internet. Students will get to know their team mates via a platform called Ning which is very similar to Facebook. They will work together using web-based tools such as Skype, Ning, GoogleSites, GoogleDocs, etc.				
4	Teaching Methods Web-meetings, group work, presentations and tutorials				
5	Content-Related Module Prerequisites english language proficiency				
6	Formal Module Prerequisites none				
7	Type of Exams				

	Mid-Term-Test (30 minutes) (10%) and project work in groups (90%)	
8	Prerequisite for the Granting of Credits	
	Pass all assessment forms	
9	This Module Appears in:	
	Course of Studies	Status
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_SS2012	Elective Module
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_WS2011/12	Elective Module
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_WS2012/13	Elective Module
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_WS2013/14	Elective Module
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_WS2015/16	Elective Module
	Betriebswirtschaftslehre - Industrielles Dienstleistungsmanagement_WS2018/19	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Elective Module
	E-Commerce_BPO 2017	Elective Module
	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2013/14	Elective Module
	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2011/12	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2012/13	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2013/14	Elective Module

	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
	Modules in English at HRW	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	
	Other information / literature: The module lessons are in English. Any form of the Assignment is in English as well	