

Georg-August-Universität Göttingen		6 C 2 WLH
Module M.WIWI-BWL.0137: Electronic Commerce Systems		
Learning outcome, core skills: Upon completing this course the student will be able to: <ul style="list-style-type: none"> • explain the characteristics and functions of electronic commerce including mobile commerce, • describe and apply the process of developing electronic commerce sites and mobile commerce applications, • implement an electronic commerce site using open source software, • explain fundamental characteristics of electronic markets, • describe common business models used in B2C and B2B electronic commerce, • describe security and payment in electronic commerce including mobile commerce, • describe the technology used in mobile commerce, • list and evaluate common applications in mobile commerce, • speculate on the future of electronic commerce. 		Workload: Attendance time: 28 h Self-study time: 152 h
Course: Electronic Commerce Systems (Lecture) <i>Contents:</i> This course examines the concepts, technology, and applications of electronic commerce, or e-commerce. Students are to work in teams to plan an e-commerce site for a real or hypothetical business and implement the site using PrestaShop. Students are to present their plan and implementation in a written report and in an oral presentation using PowerPoint.		2 WLH
Examination: Written examination (60 minutes) Examination prerequisites: Practical examination and presentation (approx. 45 minutes)		6 C
Examination requirements: To pass the course, students have to demonstrate that they are able to systematically apply their knowledge of the conceptual and technological foundations of electronic commerce. They are expected to develop an individual business model, which is transferred into an electronic commerce concept and implemented as an electronic commerce web site.		
Admission requirements: none	Recommended previous knowledge: B.WIWI-OPH.0003 Information and Communication Systems	
Language: English	Person responsible for module: Prof. Robert C. Nickerson	
Course frequency: each summer semester	Duration: 1 semester[s]	
Number of repeat examinations permitted:	Recommended semester:	

twice	1 - 4
Maximum number of students: 20	
Additional notes and regulations: Limitation of the "lecture" due to the case studies.	