Georg-August-Universität Göttingen **Module B.WIWI-WIN.0032: Electronic Commerce**	6 C 2 WLH

Learning outcome, core skills: The objective of this course is to familiarize students with the forces driving Electronic Commerce. They understand the impact of technology on the way businesses sell their goods or services through electronic channels. They can assess challenges in business development for such companies and are familiar with appropriate models and theories to address these challenges. The awareness of social and ethical issues attached to technology enables them to make sound strategic decisions in the field of electronic commerce.	**Workload:** Attendance time: 28 h Self-study time: 152 h

Course: B.WIWI-WIN.0032.Lec **Electronic Commerce** (Lecture) *Contents*: The course introduces the foundations of Electronic Commerce. Topics covered in this lecture include: • foundations of E-Commerce (E-Commerce infrastructure; Business models for E-Commerce), • relevant issues in E-Commerce (Online consumer behavior; Products and services in E-Commerce; Pricing strategies in E-Commerce; Intelligence and Advertising in E-Commerce), • advanced topics of E-Commerce.	2 WLH
Examination: Written examination (60 minutes) B.WIWI-WIN.0032.Mp: Electronic Commerce	6 C

Examination requirements: • Demonstration of in-depth knowledge of the foundations of Electronic Commerce, • Proof of an understanding of relevant issues in Electronic Commerce and ability to apply the knowledge to specific problems.	

Admission requirements: none	**Recommended previous knowledge:** none
Language: English	**Person responsible for module:** Prof. Dr. Manuel Trenz
Course frequency: each winter semester	**Duration:** 1 semester[s]
Number of repeat examinations permitted: twice	**Recommended semester:** 3 - 5
Maximum number of students: not limited	