Module description: E-Commerce

Module Code	w.MA.XX.ECOM.19HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	In this module, you will learn about various digital business models, such as classic online shops, digital marketplaces, mobile, live, and curated shopping, as well as comparison and customer platforms. One focus will be on how to successfully operate and develop an online shop. The product information and presentation, user-friendly design of order and payment processes, as well as conversion optimization will play an essential role. The fundamentals of digital business management include data-based analyses and the optimization of the entire online sales process.
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Anna Zakharova
Deputy Module Coordinator	Fabian Oehninger
Program and Specialization	• Business Administration - Specialization in Enterprise Development • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	**Module Type** Compulsory Elective
Prerequisite Knowledge	While no prerequisite knowledge is necessary, some affinity to and interest in digital topics will be required. Lectures attended and some professional experience in the field of e-commerce, sales, or digital marketing are an advantage.
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	**Professional Competence** • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... • learn about growing markets and trends in e-commerce. • know different digital commerce business strategies, concepts, and models. • understand the processes, organization, infrastructure, and systems of an online shop. • analyze, operate, and align different digital sales and marketing channels to generate online sales. • can run and improve their own digital business. • know different digital business models, such as classic online shops, market places, comparison platforms, and social media commerce, among others. • learn about new technologies and applications in the domain of e-commerce (voice commerce, social commerce, augmented and virtual reality, IoT, etc.). • know different instruments and services to optimize usability, conversion rate, and revenues. • understand how to manage and align different information, communication, and sales channels.
Module Content	• Introduction, growth, trends, and markets in e-commerce • Business models, strategies and concepts in digital commerce (including social commerce, voice commerce, and the internet of things) • Omnichannel sales and shop management • Shop architecture and transaction (incl. supply chain and delivery) • Payment & digital services in e-commerce • Coaching: Writing an e-commerce project paper • Content and product information creation and management • Digital advertising for e-commerce • Conversion optimization, usability, and testing • Customer and distribution services • Coaching: Online shop analysis • Digital analytics and e-commerce analytics (including analysis and optimization of the shopping cart and order process) • Group presentations
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Reader • Teaching Videos • Teaching Materials
Methods of Instruction	• Interactive Instruction • Case Studies • Project Work • Exercises • Lecture Social Settings Used: • Individual Work • Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	50 h	
Seminar	-	-	
Total	**28 h**	**50 h**	**12 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-			
Permitted Resources			

Others	Assessment	Length (min.)	Weighting
Presentation (online shop analysis)	Grade	20	40
Project paper (e-commerce case study)	Grade	0	60

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Classroom Attendance Requirement	None
Compulsory Reading	
Recommended Reading	• Graf, A. (2016). The E-Commerce Book: About a Channel that became an Industry. CreateSpace Independent Publishing Platform. ISBN 978-1536937800.
Comments	