

## **COURSE PRESENTATION FORM** *(English version)*

**COURSE: E-Commerce A**

**TEACHING LANGUAGE: English**

**TOTAL LECTURE HOURS: 60 (E-Commerce A)**

**LECTURER: Prof. Dr. Marius Dannenberg**

[www.mdannenberg.com](http://www.mdannenberg.com)

[mail@mdannenberg.com](mailto:mail@mdannenberg.com)

**TEACHING ASSISTANT: tba**

**PREREQUISITE:**

*none*

### **COURSE DESCRIPTION:**

This course examines the general nature of the emergence of progressive e-business technologies. The student will explore the major concepts and tools of the new economy used by various kinds of corporations. Especially new e-business models, content management systems, e-shops, e-marketplaces, e-auctions and customer as well as supplier relationship management concepts will be discussed.

### **EDUCATIONAL OBJECTIVES:**

- To give students the capabilities to understand the theory and apply, in real world situations, the techniques which have been developed in the field of E-Commerce.
- Discussion of the Laws of the New Economy
- To systematize the fundamentals of emerging technologies.
- To verify how management decisions are impacted by new technologies.
- To analyze the use of the internet and wireless technologies in management and marketing decisions.
- To discuss how companies can both attract and retain customers.
- To show how companies can improve customer, supplier and company profitability.

### **TEACHING FORMAT:**

- The course is *case oriented*, requiring students to use and demonstrate basic E-Commerce software products explained and demonstrated in class.
- This means students must come to class fully prepared to engage in active discussions and presentations.

- The case discussions are interspersed from time to time with *background sessions* to explain the technical aspects of the activities covered by the case.
- Students are required to complete an individual coursework, where they can delve into a selected E-Commerce solution.

## TABLE OF CONTENT:

Chapter 1 Introduction to the underlying economic theory of the e-business era  
Chapter 2 Current e-Business models  
Chapter 3 E-Business infrastructure  
Chapter 4 E-Marketing Research tools and technologies  
Chapter 5 Content management  
Chapter 6 E-Shops  
Chapter 7 E-Marketplaces  
Chapter 8 E-Auctions

## ASSESSMENT:

Final Exam (60%), Case study presentation (30%), Case studies discussion (10%).

**NOTE:** All work assignments are due as assign. Any assignment not submitted when due may be subject to a reduction in the points. No assignments will be accepted after the final class meeting unless it is prearranged and approved by the instructor.

Points may be deducted from the student's grade for each session missed and the lack of participation in class activities. No grade will be given to a student who misses more than two class meetings.

The contents of this syllabus and the course may be revised without prior notice based on the number of students and the discretion of the professor.

## READING LIST:

Laudon Jane P./Laudon, Kenneth C., Management Information Systems, 8/e, Prentice Hall, 2004

Teaching material prepared by the lecturer. Teaching materials are available for download at [www.mdannenberq.com](http://www.mdannenberq.com) (Please proceed to the download section and click the link to the course "E-Commerce A".)

User name: test

Password: test