

E-Business Technologies					
Module Code	Workload	Credits	Semester	Frequency of Module	Duration
	180 hrs.	6	2	Only summer semester	1 Semester
1	Module Components	Teaching Language	Contact Hours	Self Study	Class Size
	a) E-Business Technologies	a) English	a) 45 hrs.	a) 135 hrs.	a) 15
2	<p>Learning Outcomes</p> <p>Nach erfolgreicher Teilnahme am Modul können die Studierenden ...</p> <p>Knowledge (1)</p> <ul style="list-style-type: none"> ... The underlying models and processes of E-Business. ... The processes of technical innovation ... The architecture of computer networks and associated technologies. ... Human and technical elements of computer security. <p>Comprehension (2)</p> <ul style="list-style-type: none"> ... Asymmetric encryption ... Cloud computing ... Communication security ... Client server concept <p>Application (3)</p> <ul style="list-style-type: none"> ... Apply Internet security measures. ... Developing security policies. ... Using encryption techniques. <p>Analysis (4)</p> <ul style="list-style-type: none"> ... E-Business Structure and Practice. ... Digital ecosystems ... The nature of innovation according to the Christensen model. <p>Synthesis (5)</p> <ul style="list-style-type: none"> ... Develop eBusiness strategie ... Consultancy strategy development. <p>Evaluation (6)</p> <ul style="list-style-type: none"> ... The importance of E-Business technologies within organisations. ... The efficacy of security within an e-business environment. 				
3	<p>Individual Component Content</p> <ul style="list-style-type: none"> a) - Concept of Layers, physikal layer - extra info: cisco video 				

	<ul style="list-style-type: none"> - Layer 2 Data Link Layer - Layer 3 IP 4.0 and IP 6.0 Domain names, DNS Video:warrriors-1150.mpg - The E-mail System - HTTP Client and Server - HTML - XML - Security: Alica and Bob - Security: Firewall and Social Hacking - Development of an E-Commerce Strategy - Mobile Communication - Content Management, Online Marketing - Internet Marketing, SEO, Long Tail - Generating web traffic, Googel Adwords - Ajax, Server, Cloud Computing - Web 2.0, Wisdom of the cloud, Google Labs - Presentations, Neuronal Networks - The Future , slides of the presentation - Digital Ecosystem - Social Networks
4	<p>Teaching Methods</p> <p>a) Seminar</p>
5	<p>Prerequisites</p> <ul style="list-style-type: none"> - Basic principles of internet
6	<p>Methods of Assessment</p> <p>a) Graded Assessment 1K (70%) (Written Exam) (6 LP insgesamt für alle Teilprüfungsleistung dieser Lehrveranstaltung)</p> <p>a) Graded Assessment 1sbA (30%) (Practical Work)</p>
7	<p>Applicability of Module</p> <p>Business Consulting M.Sc. (BCM)</p>
8	<p>Person Responsible for Module</p> <p>Prof. Dr. Eduard Heindl (Module Responsible)</p>

9 Reading List (Core Texts and Recommended Texts)

- a) Schneider, Gary P.: E-Business, 8. Ed., Cengage Learning 2009
- Tanenbaum, Andrew S.: Computer networks, 4. ed., internat. ed., Pearson Education International 2003
- Witten, Ian H.; Gori, Marco; Numerico, Teresa: Web dragons : inside the myths of search engine technology, Morgan Kaufmann 2007
- Anderson, Chris: The long tail : why the future of business is selling less of more, 1. ed., Hyperion 2006