

Course Specification

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Date: 07.12.2017

Module code:

MIM 10402

Module name:

Digital Business

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP/ 120 CP

Module coordinator:

Prof. Dr. Schekelmann

Course of study:

MIM

Intended Semester:

1 st semester

Module frequency:

Each semester

Duration:

1 Semester

Type of module:

Optional compulsory subject

Examination:

Written examination / project assignments

Prerequisites:

Students are expected to have at least basic knowledge in business informatics (knowledge about different kinds of information systems, basic skills in modeling information system)

Applicability of this module to other study programmes:

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Objectives; competencies to be gained:

On completion of this course students will:

- have an overview on recent trends in business informatics
- have a basic understanding of the technical basis of these trends
- be able to recognize the impact of these trends on the business
- be able to evaluate the impact of these trends on the business
- know about the importance of data in today's business
- have an overview on the possibilities of analyzing data
- have hands-on experience in analyzing data



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- have an understanding of recent research topics in the field

Module content:

The module shows the role of technology as an enabler for business. Thereto it discusses selected technologies and application of technologies for business purposes. A certain emphasis is put on the topic data and its analysis.

Total workload:

60 h directed study / 30 h pre lecture study / 60 h after lecture study

Module Part A:

Electronic Business: Technologies and Applications

Lecturer:

Prof. Dr. Karla / Prof. Dr. Müller / Prof. Dr. Schekelmann (in turns)

Teaching method

Front end lecture, but very practical oriented; problem based learning style

Language of instruction:

English

Topics:

- Business models, underlying technologies and software applications:
 - E-Commerce and M-Commerce
 - E-Payment
 - E-Recruiting
 - Recent trends
- Digital Transformation
 - Management of information and data
 - Management of process, esp. business process modeling and business process optimization
 - Management of software development projects, esp. process models and requirements engineering
 - Recent research trends, e.g. digital assistants
- Social Media Management
 - General media and value creation in the media ecosystem
 - Social Media integration
 - Recent research trends of Social Media application in business

Literature:

- Robertson / Robertson: Mastering the requirements process
- Laudon / Laudon: Management Information Systems

Misc.:

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Module Part B:

Electronic Business: Data Analysis

Lecturer:

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Prof. Dr. Frick / Lankes

Teaching method:

Practical course based on case studies

Language of instruction:

English

Topics:

- Basic concepts (provisioning and modeling of data / generation, storage, distribution and retrieval of information)
- Selected BI techniques such as:
 - Multidimensional Analysis
 - Queries and Reporting
 - Data Modeling
 - Building a Data Warehouse
 - Predictive Analysis
 - Data Mining
 - Text Mining

Literature:

- Laudon / Laudon: Management Information Systems
- Grossmann / Rinderle-Ma: Fundamentals of Business Intelligence

Misc.:

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