



E-Business (Master of Science)

E-Commerce and online trading are booming worldwide. The end of this growth is not in sight yet. In Germany, too, online trading is recording strong growth and was able, in 2011, according to statistics provided by the German Federal Association of the Mail Order Industry (bvh) to increase to 21.7 billion Euros, which is a growth of 18.6%. For 2012, the initial projected figures expect further growth by 16.5% to 25.3 billion Euros. Together with the online boom, the demand for qualified E-Commerce and E-Business specialists is seeing strong growth.

The degree programme aims to train qualified executive staff for the booming online industry with a focus on E-Business, under particular consideration of E-Commerce and Multi-Channel-Retailing. To take the internationality of the working environment into account, most of the modules will be taught in English.

The career fields for graduates are E-Business, E-Commerce or, Online Marketing Managers or project leaders in the fields of E-Commerce and business development in companies and businesses of all sizes. The fields of application include, among others, Multi Channel Trading, Electronic, Social, or Mobile Commerce, Tourism and the Services Industry plus Creative Online Agencies.

The degree programme is meant for interested students who already hold and can present a good Bachelor's degree or an equivalent academic degree (with at least a 50% stake in Business Administration subjects). The degree programme is consecutive, which means the graduates can begin directly after a Bachelor's programme or an equivalent degree programme, without having to provide proof of any phases of vocational practice.

The degree programme lasts four semesters and is modular in structure. It encompasses 18 modules (= to a total of 120 ECTS).

- The 1st semester of study in the Master's degree programme updates and extends the students' existing knowledge in the fields of Commercial Business Administration as well as the Law and Information Technology field. In addition, the students acquire knowledge of the management of E-Shops and complex multi channel systems.
- The 2nd semester of study extends the students' Online Marketing knowledge and know-how. At the same time, the scientific and methodological skills and know-how for solving complex tasks in Online Marketing as well as the necessary soft skills are acquired.
- The 3rd semester of study prepares the students for undertaking independent work in scientific practice-oriented projects within the scope of a research project. Furthermore, the further modules deliver the necessary strategic knowledge as well

as intercultural competence. The students work on problems from the field of online practice and draw up approaches to solutions for complex tasks. By working on real-life research projects, they deal with new business administration and/or technical developments as part of the research team and are prepared for taking on management and/or executive responsibility.

- The Master's thesis is produced in the 4th semester of the Master's degree programme.

Close cooperation between students, teachers, and external experts is a crucial component in the degree courses.