

## Module Handbook

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# Module WIW-WIN-EM-M-7

Electronic Markets (M, 6.0 LP)

## Module Identification

Module Number	Module Name	CP (Effort)
WIW-WIN-EM-M-7	<i>Electronic Markets</i>	6.0 CP (180 h)

## Basedata

CP, Effort	6.0 CP = 180 h
Position of the semester	2 Sem. from WiSe/SuSe
Level	[7] Master (Advanced)
Language	[DE] German
Module Manager	Wendt, Oliver, Prof. Dr. (PROF   DEPT: WIW)
Lecturers	Hassemer, Michael, Prof. Dr. (PROF   DEPT: WIW) Wenzelburger, Jan, Prof. Dr. (PROF   DEPT: WIW) Fassott, Georg, PD Dr. (WMA   DEPT: WIW)
Area of study	[WIW-WIN] Business Information Systems and Operations Research
Reference course of study	[WIW-88.789-SG#2009] M.Sc. Business Studies with Technical Qualifications (2009) [2009]
Lifecycle-State	[NORM] Active

## Courses

Type/SWS	Course Number	Choice in Module-Part	SL	PL	CP	Sem.
1K	WIW-WIN-EM-1-K-7	P	-	PL1	1.5	WiSe
1K	WIW-WIN-EM-2-K-7	P	-	PL1	1.5	SuSe
1K	WIW-WIN-EM-3-K-7	P	-	PL1	1.5	WiSe
1K	WIW-WIN-EM-4-K-7	P	-	PL1	1.5	WiSe

- About [WIW-WIN-EM-1-K-7]: Title: "Vorlesung Electronic Markets 1: Economics of Electronic Markets"; Presence-Time: 15 h; Self-Study: 30 h
- About [WIW-WIN-EM-2-K-7]: Title: "Vorlesung Electronic Markets 2: Recht und Technik"; Presence-Time: 15 h; Self-Study: 30 h
- About [WIW-WIN-EM-3-K-7]: Title: "Vorlesung Electronic Markets 3: Information Systems for Electronic Markets"; Presence-Time: 15 h; Self-Study: 30 h
- About [WIW-WIN-EM-4-K-7]: Title: "Vorlesung Electronic Markets 4: Marketing in Electronic Markets"; Presence-Time: 15 h; Self-Study: 30 h

## Examination achievement PL1

- Form of examination: **written exam (Klausur) (180 Min.)**
- Examination Frequency: each semester

## Evaluation of grades

The grade of the module examination is also the module grade.

Prüfungsleistung in den Modul-Lehrveranstaltungen, gewichtet mit den LP der belegten Modul-Lehrveranstaltung.

### Contents

#### From [WIW-WIN-EM-1-K-7] Vorlesung Electronic Markets 1: Economics of Electronic Markets:

- The electronic trading platform Xetra
- Allocation Mechanisms
- Games with incomplete information
- Theory of Auctions

#### From [WIW-WIN-EM-2-K-7] Vorlesung Electronic Markets 2: Recht und Technik:

Internet Law - Conclusion of Contract on the Internet

#### From [WIW-WIN-EM-3-K-7] Vorlesung Electronic Markets 3: Information Systems for Electronic Markets:

- Systematisation of electronic markets
- Technological basics of market engineering
- Recommender Systems
- Combinatorial auctions for the allocation of resource bundles

#### From [WIW-WIN-EM-4-K-7] Vorlesung Electronic Markets 4: Marketing in Electronic Markets:

- Customer behavior in electronic markets
- Marketing strategies in electronic markets
- Special features of communication and sales policy

### Competencies / intended learning achievements

Upon successful completion of the module, students will be able to

- distinguish the specific problems that electronic markets pose.

- to evaluate these special problems from a technological, legal, economic and marketing perspective.
- evaluate possible solutions to these problems.
- to assess the quality of new aspects in electronic markets.

## Literature

### From [WIW-WIN-EM-1-K-7] Vorlesung Electronic Markets 1: Economics of Electronic Markets:

- Mas-Colell, Whinston, Green (1995): Microeconomic Theory, Chapter 23, Oxford University Press.
- Krishna (2010): Auction Theory, Academic Press, Elsevier.

### From [WIW-WIN-EM-2-K-7] Vorlesung Electronic Markets 2: Recht und Technik:

- Literature will be announced in the lecture.

### From [WIW-WIN-EM-3-K-7] Vorlesung Electronic Markets 3: Information Systems for Electronic Markets:

- Wirtz, B. (2018): Electronic Business, 6. Aufl., Gabler.
- Meier A.; Stromer, H. (2012): eBusiness & eCommerce, 3. Aufl., Springer.

### From [WIW-WIN-EM-4-K-7] Vorlesung Electronic Markets 4: Marketing in Electronic Markets:

- Strauss, J.; Frost, R. (2014): E-Marketing, 7. Aufl., Upper Saddle River, NJ

## Materials

Deutsche Börse: Xetra Release 16.0 (current version) Market model shares

Slides with in-depth references will be made available.

OLAT course page

## Requirements for attendance of the module (informal)

None

## Requirements for attendance of the module (formal)

None

## References to Module / Module Number [WIW-WIN-EM-M-7]

Course of Study	Section	Choice/Obligation
[MAT-88.276-SG] M.Sc. Business Mathematics	[Core Modules (non specialised)] Computer Science and Computational Methods	[WP] Compulsory Elective
[INF-88.B16-SG] M.Sc. Socioinformatics	[Compulsory Modules] Economics - Business Information Systems & OR	[P] Compulsory
Module-Pool	Name	
[WIW-MKT-MPOOL-7]	Field of Specialization: Marketing Management	
[WIW-SIAK-DT-ESS-MPOOL-7]	SIAK Certificate "Digital Transformation" - Modules WIW "Economics & Social Sciences"	
[WIW-WIN-MPOOL-7]	Field of Specialization: Business Information Systems & OR	