

O 753 E-Business Theorie

Course description:

Economic principles of eBusiness Payment systems (ePayment)
Security in eBusiness (risks and counter measures)
B2C: Collection and administration of profile data
B2B: Integration by using EDI and XML

Textbooks

Cunningham, P./ Fröschl, F.: Electronic
Business Revolution. Opportunities and Challenges in the 21st Century. Springer Verlag
1999.
Weidong, K. (Ed.): Payment Technologies for E-Commerce. Berlin, Springer Verlag
2003.
Ghosh, A. K.: E-Commerce Security. Weak Links, Best Defenses. Wiley Computer
Publishing 1998.

Assessment: written exam / seminar paper

Lecturer: Prof. Dr. Müller **ECTS:** 3