OTTO VON GUERICKE UNIVERSITÄT MAGDEBURG

CHAIR IN E-BUSINESS

Study & Education

All relevant information for the lectures and seminars in the winter term can be found on our E-Learning page!

Lectures:

- Pricing in Global and Local Competition (21931)
- Einführung in E-Business (20008)
- Academic Skills (41061)

Seminars:

- Economics of Procrastination
- Entwicklungen in der Bau- und Immobilienwirtschaft

All relevant information for the lectures and seminars in the summer term can be found on our E-Learning page!

Lectures:

- Academic Skills (41061)
- Marktkommunikation (20016)
- Multicultural and Interactive Marketing Communication (22034)

Seminars:

- Mediale Marktkommunikation (903524) [ausschließlich für Studierende des Studiengangs Medienbildung]
- Bachelor-Abschlussseminar zum PSP "Marketing & E-Business" (20000)
- Master-Thesis mit Kolloquium (30000)

Lectures:

- Academic Skills (English-speaking)
- Information, Reputation and Interactive Marketing
- Unternehmensinteraktion
- Business Statistics (English-speaking)
- Marktkommunikation
- Einführung in E-Business
- Industrial Organization: Theory and Applications (English-speaking)
- Information und Reputation in elektronischen Märkten
- Experimental Economics (English-speaking)
- Struktur und Design elektronischer Märkte
- Angewandte Spieltheorie
- Wiederholungsveranstaltung ABWL II: Unternehmensinteraktion (20119)
  Einführung in E-Business (20008)
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Seminars:

- Master-Virtual Seminar on Research in Interactive Marketing
- Master Thesis with Research Seminar MAN (29994)
- Praxis Medialer Marktkommunikation (903830)
- Customer Relationship Management (21668)
- Seminar: Shareconomy: Theoretische Konzepte und Praktische Anwendungsbeispiele (Winter 2013)
- Seminar: Information, Kommunikation und strategisches Verhalten (Winter 2012)
- Seminar: Frauen in der Wirtschaft (Winter 2011)
- Models of Social and Antisocial Motivation (Summer 2011, English-speaking)
- Känguru-Seminar zum Wissenstransfer im Online-Marketing SS 2010
- New Media Market Communication Seminar (English-speaking)
- Bachelor Abschlussseminar SS 2010
- Seminar zur Werbewirkungsforschung
- Economic behavior in virtual worlds (Winter 2009/2010, English-speaking)
- Market Competition and Multi-Channel Distribution SS09 (English-speaking)
- Multi Unit Auctions - Theory, Experiments and Application WS08/09 (English-speaking)
- Online Auktionen (Summer 2008)
- Empirische Betrachtung von E-Business Fallstudien (Summer 2008)
- Online- und Offlinebefragungen (Winter 2007)
- Seminar on Online Marketing Interaction (Summer 2007, English-speaking)
- Seminar in Pricing und Yield-Management (Winter 2006)
- Fallstudien zur Marktdesignanalyse (Summer 2006)
- Network Economics (Winter 2005, English-speaking)

For dates and places of the courses please check the › HisLSF (http://lsf.ovgu.de) .

For further information check the › Moodle (http://moodle.ovgu.de/sp/course/category.php?id=4) .

Contact

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MaXLab
Magdeburger Experimentallabor für Wirtschaftsforschung