

## CHAIR IN E-BUSINESS

### Study & Education

#### Lectures:

- ▶ Social & Personal Skills (41089)
- ▶ Pricing in Global and Local Competition (21931)
- ▶ Einführung in E-Business (20008)

#### Seminars:

- ▶ Immobilienmanagement und Vermarktung
- ▶ Existenzgründung
- ▶ Bachelor-Abschlussseminar zum PSP "Marketing & E-Business" (20000)
- ▶ Master-Thesis mit Kolloquium (30000)
- ▶ Scientific Project in E-Business (22119)

#### Lectures:

- ▶ Marktkommunikation (20016)
- ▶ Mediale Marktkommunikation (903524)
- ▶ Multicultural and Interactive Marketing Communication (22034)
- ▶ Academic Skills (41061)

#### Seminars:

- ▶ Bachelor-Abschlussseminar zum PSP "Marketing & E-Business" (20000)
- ▶ Master-Thesis mit Kolloquium (30000)
- ▶ Scientific Project in E-Business (22119)

#### 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)

#### Seminars:

- ▶ Master-Virtual Seminar on Research in Interactive Marketing
- ▶ Master Thesis with Research Seminar MAN (29994)
- ▶ Praxis Medialer Marktkommunikation (903830)
- ▶ Customer Relationship Management (21668)
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- ▶ 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 Abschlusssseminar 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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