

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2022-2023
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	E-Business and Social Media
4. Code	31044
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>E-Business is an interdisciplinary topic encompassing both business and technology. The course is an introduction to this rapidly changing mode of doing business. It examines commonly used and emerging technologies as well as discussing the organizational impacts and management implications of moving into e-business.</p> <p>A number of specific applications are reviewed through case studies.</p> <p>In the rapidly evolving 21st century, in the world of search engine marketing and viral marketing, social media plays a leading role. This course explores social media marketing tools, techniques and strategies, examines the best ways to use them to build valuable and</p>

	<p>lasting relationships with customers and other stakeholders. Students learn how to exploit social media to interact and engage with real and potential stakeholders and to improve online campaign performance.</p> <p>This course is highly practical with hands-on exercises.</p> <p>The objective of this course is two-fold</p> <p>1) to demystify the topic of e-business by showing current methodologies and using state-of-the art tools. 2) to implement an effective social media that go hand-in-hand with a website strategy.</p>
<p>10. Contents (<i>General themes and descriptions, the accurate content may change</i>)</p>	<ol style="list-style-type: none"> 1. Introduction to E-Business & E-Commerce 2. E-Commerce Business Models & Marketing Concepts 3. E-Business Management 4. E-Commerce Marketing Communications 5. B2B E-Commerce 6. User Experience and Marketing Automation 7. Hands-on: Building your first E-Commerce web store 8. Social Media Tools & Metrics 9. Facebook / YouTube / Instagram 10. Social E-Commerce Strategies Video Marketing (optional) <ul style="list-style-type: none"> ➤ Students are expected to bring their own laptop. ➤ Be ready to share personal data on social media for the individual and team assignments.
<p>11. Evaluation</p>	<p>The grading of the module is as in real life. The student will be measured on his individual and team performance.</p> <p>Individual performance: at least 3 exams during the course and 2-3 certificates from best in class platforms to pass.</p> <p>Team performance: Teams of students will present their digital marketing plan developed over the semester for a real company located in Geneva's region. This plan assesses how well the team applied the theory of this module in the real case.</p> <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>

12. Remediation/repetition	<input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Gabor Markus
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other