

## Syllabus Master Programme in Electronic Commerce for study year 2011/2012

*Elektronisk handel, master*

Syllabus updated on 2010-11-22 by enhetschef utbildnings- och forskningsenheten.

Programme cancelled. Last term: S12



**This is an adjusted view**

Enrolled A10

### Credits

The programme requires 120 credits.

### Degree

[Master of Science \(120 credits\) - Major: Business Administration](#)

### Specialisations

Name	For admitted until
INR010 Electronic Commerce <i>Elektronisk handel</i>	

### Course content and structure

The program consists of 120 credits required courses out of which 97.5 credits are compulsory at advanced level in Electronic Commerce. The program focuses on a customer/market oriented use of e-commerce. The first-year courses include topics such as the foundation of e-commerce, strategies for e-commerce, customer relationship and internet marketing. The program provides knowledge about concepts, models and use of applications in the area of e-commerce as well as training in how to solve unstructured problems related to the subject. In the second year, topics such as consumer behaviour on the Internet are studied in more depth and the course Field-Based e-Business Project is given. The final course in the program is the writing of a master thesis of 30 credits.

### Entry requirements

General entry requirements, second cycle

*Specific entry*

Bachelors degree of at least 180 ECTS out of which 60 should be in the area of business administration or equivalent. Business Administration can be equivalent to managerial experience of at least 4 years involving financial responsibility.

Applicants must have documented skills in English corresponding to the level of English in Swedish upper secondary education (English B).

Proven language proficiency in English, can for example be shown by an international English test as TOEFL or IELTS. Some specified university studies can also be equivalent.

You can find the details at the attached link.

<http://www.ltu.se/edu/d33651/d33658/1.65423?l=en>

More information about English language requirements [<https://www.ltu.se/edu/bli-student/Application-process/English-language-requirements-1.109316?l=en>]

### Selection

The selection procedure is based on academic qualifications, quality and quantity aspects

### Compulsory courses

120 credits

Course code	Name	Credits	
<a href="#">M7021N</a>	Negotiations and sales calls	7.5	New Course for admitted from A10
<a href="#">D7010N</a>	Web Design Applications	7.5	
<a href="#">M7004N</a>	Marketing Management	7.5	
<a href="#">M7009N</a>	Service Marketing	7.5	
<a href="#">M7010N</a>	Customer Relationship Management	7.5	
<a href="#">M7012N</a>	Research Methodology	7.5	
<a href="#">W0001N</a>	Consumer Behaviour in Cyberspace	7.5	Replaces IEM343
<a href="#">W0002N</a>	Foundation of Electronic Business	7.5	
<a href="#">W7003N</a>	Internet Marketing	7.5	
<a href="#">W7004N</a>	Strategies for e-Business	7.5	
<a href="#">W7008N</a>	Field-Based e-Business Project	7.5	Replaces IEM348
<a href="#">W7009N</a>	Thesis, E-commerce, Masterlevel	30	

**AND**

### Selective courses 7.5 credits

Course code	Name	Credits	
<a href="#">M0013N</a>	Industrial Marketing	7.5	
<a href="#">M0014N</a>	International Marketing	7.5	

### Study schedule

Year of study 2 Admitted in A10 Is offered in 11/12

			Sp 1	Sp 2	Sp 3	Sp 4	
<a href="#">M7004N</a>	Marketing Management	7.5	x				
<a href="#">M7009N</a>	Service Marketing	7.5	x				
<a href="#">W0001N</a>	Consumer Behaviour in Cyberspace	7.5		x			
<a href="#">W7008N</a>	Field-Based e-Business Project	7.5		x			
<a href="#">W7009N</a>	Thesis, E-commerce, Masterlevel	30			x	x	