



Chancen und Risiken von Mobile-Commerce im E-Business (German Edition)

Tobias Landstorfer

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Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Handel und Distribution, Note: 1,3, Wilhelm Büchner Hochschule Private Fernhochschule Darmstadt (Informatik), Sprache: Deutsch, Anmerkungen: Hausarbeit, Abschlussbericht, Typ-B Prüfung, E-Business, E-Commerce, M-Commerce, Mobile-Commerce, Elektronischer Handel, Internet, Wertschöpfung, Geschäftsprozess, Marketing, Verkauf, Handel, Potential, Erfolgskriterien, Chancen, Risiken, Kunde, Situationsanalyse, SWOT-Analyse , Abstract: Gegenstand der hier vorgestellten Arbeit ist ein Projektabschlussbericht zum Thema „Chancen und Risiken von Mobile-Commerce im E-Business“. Das Thema wurde als Prüfungsrelevante Hausarbeit zum Modul E-Business im Masterstudiengang Wirtschaftsinformatik an der Wilhelm Büchner Hochschule in Darmstadt gewählt. Das Arbeitspensum (Workload) dieser Prüfungsaufgabe wird von der Hochschule mit vier „Credit Points“ (CP) nach dem „European Credit Transfer and Accumulation System“ (ECTS) gewichtet.

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