DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2025-2026

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	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ 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	☐ French ☐ German ☒ English ☐ Other: …………………………..
9. Objectives	E-Business is an interdisciplinary topic encompassing both business and technology. The course introduces the rapidly changing mode of doing business. It examines commonly used tools and emerging technologies as well as discuss the organizational impacts and management implications of moving into e-business. A number of specific applications are reviewed through building an own e-commerce site. 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. The student will discover the best ways to use them to build valuableand

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 during a 30-day contest. This course is highly practical with hands-on exercises.

The objective of this course is two-fold :

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.

10. Contents *(General themes and descriptions, the accurate content may change)*	1. Intro to eCommerce & eCommerce Infrastructure 2. building an eCommerce presence, Security and Payment 3. Strategies, Marketing and Advertising 4. Social, Mobile and Local + Ethics & Law 5. Online media and communities 6. Online Retail and Services & B2B 7. in-class: building your first e-commerce website 8. Social Media Environment, Network and Influencers 9. Facebook & Instagram & Linkedin & Twitter 10. Social Media Strategy, Planning, Execution and Community 11. Youtube & Tiktok & Snapchat 12. Social Media Publishing, Entertaining and Social Commerce 13. Social Media Analytics and Metrics Students are expected to bring their own laptop. Be ready to share personal data on social media for the individual and team assignments.
11. Evaluation	The grading of the module is as in real life. The student will be measured on their individual and team performance. Individual performance: Case Studies, Quizzes and Reflection Papers Team performance: Group Assignment and Final Presentations
12. Remediation/repetition	X 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. ☐ No remediation
13. Coordinator / main	Anna Wehren

instructor	

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	□ Basic module □ Advanced module X Specialized module □ Other: ………………….
15. Characteristics	X 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	X Main module □ Module linked to main module □ Optional module □ Other: …………………..
17. Time organization	X Module over 1 semester □ Module over 2 semesters Spring semester ☒ Fall semester □ Other