

week	date	topic
1	14.10.	Introduction: Internet Economics and the Information Society
	15.10.	Launch Pad
2	20.10. (14-16 Uhr)	Guest lecture: Prof. Robert Johnston, UCD: Sourcing Electronic Marketplaces
	21.10.	Definig the business: fundamentals in strategy
	22.10.	
3	28.10.	eBusiness Quo Vadis?
	29.10.	The "e" in eBusiness and the Productivity Paradox

week	date	topic	essays (group)	group presentation (group)
4	04.11.	The Tourism eBusiness Ecosystem and Global Distribution Systems	> Travel and Tourism Organizations (13)	
	05.11.			case analysis: > hotel (1)
5	11.11.	Guest lecture: Stefan Sandmann (Hotel.de)	> Biased listing (14)	
	12.11.			case analysis: > airline (2) > airline alliance (3)
6	18.11.	Cybermediaries and the transformation of the value chain	> Defining the tourism industry (12) > Multi-channel marketing in tourism (15) > Dis-intermediation in tourism (16) > Cybermediation in tourism (17)	
	19.11.			case analysis: > car rental (4) > rail (5)
7	25.11.	Tourism products and services	> Service definition: Tourism as experience good (18) > The long tail phenomenon and tourism (19) > Location based services (20) > Recommender systems in tourism (21)	
	26.11.	CRS/GDS		
8	02.12.	The customer buying cycle and CRM	> CRM in tourism: examples, special issues (22)	case analysis: > travel agency (6) > DMO: cross national sites (9)
	03.12.			case analysis: > packaged tours (7) > Home based Travel Agents (8)
9	09.12.	Prosuming and service configuration	> IT and service configuration (23) > The ProSuming phenomenon in tourism (1)	

	10.12.			case analysis: > DMO: national sites (10) > DMO: regional or local sites (11)
10	06.01.	Content management	> User generated content (2) > IT and the security of (air-)travel (4) > IT and data protection (5)	
	07.01.			case analysis: > IATA (12) > Priceline (13) > TripAdvisor (14)
11	13.01.	Revenue streams and pricing models	> Content licensing: Open Content (3) > Pricing models for tourism products (6) > Ticket auctions (8)	
	14.01.			case analysis: > personal assistant (15) business model: > group 16 > group 17
12	20.01.	Web quality management	> Yield management in tourism (7)	
	21.01. (14.15 Uhr - 15.45 Uhr)			business model: > group 18 > group 19 scenario: > group 20
13	27.01.	Service innovation	> IT innovation in tourism (9) > IT innovation in hotels (10) > Virtual vacation (11)	
	28.01.			scenario: > group 21 > group 22 > group 23
14	03.02.	Summary & conclusion		
	04.02. (14.15 Uhr - 15.45 Uhr)			