

EUROPEAN MASTER'S IN E-BUSINESS - LEVEL 7 EQF



Level
7 EQF (European
Qualifications Framework)



Duration
2 years



Credits
120 ECTS



Target group
Students - people seeking
employment - employees and
professionals in the sector



Admission requirements
Candidates holding a level 6
EQF qualification or a
qualification equivalent to the
attainment of 180 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



First Year Assessments

- Continuous assessment
- Written examinations (3h)
- Quiz (1h)
- Thesis defence (1h)

Modern language

- Reading (1h45)

Second Year Assessments

- Continuous assessment
- Written examination (3h)
- Case study (4h)
- Thesis defence (1h)

Modern language

- Listening (45 min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

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E-commerce has profoundly transformed sales processes and buying behaviour. E-business offers real career opportunities for specialists in IT as it applies to the use of the Internet as a global business tool.

Using new information and communication technologies (NICT), it strengthens the company's relationships with its customers and partners. Employers are looking for solid skills in e-business, including marketing, communication and the technical aspects of digital technology.

The European Master's in E-Business trains operational professionals capable of anticipating technological developments and optimising a company's digital positioning.

LEARNING OUTCOMES

Strategic activities

- Understand the digital ecosystem and develop your business using digital levers
- Master the technical, marketing, communication and logistical aspects of e-business with a view to developing the company's digital strategy
- Use digital tools to implement a business development strategy

Operational activities

- Manage digital projects, in particular an e-commerce site
- Build and implement a digital marketing and sales plan
- Analyse and optimise the user experience

PROGRAMME

PROFESSIONAL SKILLS (550-750 HOURS)

Master's Year 1

Definition and Implementation of a Digital Strategy

Digital Marketing - Developing and managing e-business and cross-channel marketing - Digital strategy and customer experience

Culture and Digital Management

Supporting and managing corporate change in the digital age - Marketing innovation - Business Law

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

Master's Year 2

Project Management and Steering

Project management and agile methodologies - Economic and financial management of projects

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2

German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

Management (long term)

Digital Marketing Director / E-commerce Manager / Digital Customer Experience Director

Team Management

Digital marketing manager / Digital strategy manager / E-commerce manager / Digital strategy consultant / E-business sales engineer

Project Management

Digital Project Manager / Community Manager / Traffic Manager / Webmarketer

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

CCE (Company Skills Certificate) Assessments

Quiz (1h)