



TOPweek ECommerce/Multi-Channel Management

March 20th – 24th 2017

Gengenbach, Germany



Location:
Hochschule Offenburg
Campus Gengenbach
Room 1.09
Klosterstraße 14
D-77723 Gengenbach

TOPweek* ECommerce/Multi-Channel Management

Contents: The course deals with ECommerce management and logistics. Main topics are the creation of a management model for companies dealing with ECommerce/Multi-Channel business and the special requirements of ECommerce/Multi-Channel logistics in comparison to the traditional store logistics.

ECommerce workshop:

- Basics of E-Commerce, application of CANVAS business model for Multi-Channel-Management
- Development and testing of a webshop
- Lab Customer Experience Tracking (CXT), Lab Future Commerce, Lab Virtual Engineering

Retailing logistics:

- general overview of the special requirements and trends in the distribution logistics of consumer goods (B2C market)
- effects of ECommerce and Multi-Channel on the distribution logistics to end consumers

Visit of Ecommerce companies of the region

Organisation: Lectures, workshops, laboratories, excursion

Learning Outcomes By the end of the course the students should

- know the basics of ECommerce and Multi-Channel Management
- be able to apply the CANVAS business model
- know the special requirements and trends in the distribution logistics of consumer goods (B2C market)
- be able to recognize and deal with the special requirements of ECommerce and MultiChannel in terms of distribution logistics

*** TOPweek (one topic, one week):** All partner institutions stand for specific core competences. In a TOPweek students of all partners are welcome to attend a block course of about a week at a partner university in the field of these competences. The course is merited at all partner universities (i.e. elective subject). The TOPweek will include cultural topics to stimulate the conversation between the students and to get to know country and culture.

TOPweek* ECommerce/Multi-Channel Management

Lecturers:



Prof. Dr. rer. oec. Andrea Müller (HS Offenburg)



Johan Wijnhoven BC Mfsme (Fontys)



Prof. Dr.-Ing. Ingo Dittrich (HS Offenburg)

Prerequisites:

Basic knowledge of business administration, distribution logistics

Readings

will be provided in class

Examination/ECTS:

Assignment with a written report (international teams)
Grades according to German grading scale; No of ECTS: 5

Costs:

none; travel and lodging expenses have to be paid by attendants (funding if applicable; details will be organized with participants to keep costs as low as possible)

Registration:

Please send mail to **ingo.dittrich@hs-offenburg.de** (name, semester, university, email) **until January 31th 2017** (limited group size).
To merit course please **follow regulations at home institution.**

Agenda TOPweek ECommerce/Multi-Channel Management

Preparation (each student individually; supervised by national lecturer)

	Sunday, March 19th	Monday, March 20th	Tuesday, March 21st	Wednesday, March 22nd	Thursday, March 23rd	Friday, March 24th	Saturday, March 25th
9:00-10:30	TRAVEL FROM PARTNER UNIVERSITIES	8:00-10:30: Introduction/Agenda/ Team Building	Session 1 - Retailing logistics	External speaker (postal service company)	Session 3 - Retailing logistics	Presentation of teamwork	TRAVEL HOME
10:30-12:30	TRAVEL FROM PARTNER UNIVERSITIES	Vist of two companies in multichannel business	Session 1 - Retailing logistics	Session 2 - Retailing logistics	Session 3 - Retailing logistics	Presentation of teamwork	TRAVEL HOME
12:30-13:30	TRAVEL FROM PARTNER UNIVERSITIES	Vist of two companies in multichannel business	Lunch	Lunch	Lunch	Lunch	TRAVEL HOME
13:30-15:00	TRAVEL FROM PARTNER UNIVERSITIES	Vist of two companies in multichannel business	Session 1 - Ecommerce workshop	Session 2 - Ecommerce workshop	Session 3 - Ecommerce workshop	Presentation of teamwork	TRAVEL HOME
15:00-17:00	TRAVEL FROM PARTNER UNIVERSITIES	Vist of two companies in multichannel business	External speaker (webshop design company)	Session 2 - Ecommerce workshop	Session 3 - Ecommerce workshop	Presentation of teamwork	TRAVEL HOME
	TRAVEL FROM PARTNER UNIVERSITIES	Get together of local students and guests				TRAVEL HOME	TRAVEL HOME

Deadline May 15th 2017: Written Report of all teams (40 pages each team)