

E-Commerce/Multi Channel Fulfilment

Course ID	B+W0046w
Lecturer	Prof. Dr. Ingo Dittrich
Study Program	BW / LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	StuPo 2013/2: 2 Credit Hours / 2 ECTS StuPo 2016/2: 2 Credit Hours / 3 ECTS
Workload	25 h Classes / 30 h Preparation / 35 h Postprocessing
Course Type	Lecture, Seminar
Exam	Written Exam
Requirements	-
Max Participants	-
Contents	<p>E-Commerce/Multi Channel Fulfilment is a wide range topic with many different branches involved. As a general view it would be too superficially to get an idea of the challenges posed by E-Commerce/Multi Channel Fulfilment to the companies, the course will be based on selected branches. Perspectives: Customer – Company – Ecology – Fairness; focus on retailing companies. In all aspects the E-Commerce Fulfilment will be compared to the traditional stationary logistics of retailing companies.</p> <ul style="list-style-type: none"> • Network design of different types of retailing • Prerequisites for a successful E-Commerce Fulfilment • Structured development of different types of solutions for E-Commerce Fulfilment • Special topic: Last mile logistics – getting deliveries to the door of customers, including the view of parcel service companies • Return management • IT components used to support E-Commerce Fulfilment • City logistics
Learning Objectives / Skills	<ul style="list-style-type: none"> • Have knowledge of existing types of logistics networks of retailing companies, the characteristics of the growing market of E-Commerce / Multi channel in Europe, components to build a successful E-Commerce / Multi Channel Logistics • Be able to analyze how value is created through operations and supply chains in E-Commerce business, understand and differentiate strategies of E-Commerce Logistics, estimate the relevance of new approaches in E-Commerce Logistics • Have the competencies to select suitable components to plan & implement a successful E-Commerce/Multi Channel Fulfilment