TOPweek ECommerce/Multi-Channel Management

March 20th – 24th 2017
Gengenbach, Germany

Details for participants

Location:
Hochschule Offenburg
Campus Gengenbach
Room 1.09 and 1.11
Klosterstraße 14
D-77723 Gengenbach
Overview

Contents: ECommerce/Multi-Channel-Management is a wide range topic with many different branches involved. As a general view would be too superficially to get an idea of the challenges posed by Ecommerce/Multi-Channel-Management to the companies, the workshop will be based on the special field food logistics. Perspectives: Customer – Company – Ecology – Fairness.

During the week the participants will develop a webshop and a logistics strategy for a food retail company based on the example of Aldi Süd GmbH & Co KG for customers of the region around Gengenbach. Lecturers from both Fontys and HSOG will provide the participants with basic information. Guest lecturers and visits to companies will add more specified information and practical examples and will offer possibilities to discuss the own ideas and questions with professionals. In workshop sessions the participants will work in cross-country groups to convert the given information into the task to find a suitable food Ecommerce chain from the webshop to a successfully finished delivery. The results will be presented as a draft on the last workshop day and will finally be detailed by the participants in a 40-page written report.

Organisation: Lectures, workshops, laboratories, excursion

Learning Outcomes By the end of the course the students should • know the basics as well as practical solutions of ECommerce and Multi-Channel Management • know the special requirements and trends in the distribution logistics of consumer goods (B2C market) • be able to apply this knowledge to develop a rough concept for a suitable logistics strategy • be able to apply the CANVAS business model

* 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.
Who is going to introduce you into Ecommerce?

Lecturers:
- Prof. Dr. rer. oec. Andrea Müller (HS Offenburg)
- Ken Zschocke (Fontys)
- Prof. Dr.-Ing. Ingo Dittrich (HS Offenburg)

Partner for visits:
- DHL Parcel GmbH, Lahr
- Printus, Offenburg
- Zalando SE, Lahr

Partner for the study case:
- Aldi Süd GmbH & Co. KG

Partner for guest lectures:
- OXID eSales AG
- Ver.di
**Agenda TOPweek ECommerce/Multi-Channel Management**

<table>
<thead>
<tr>
<th>Sunday, March 19th</th>
<th>Monday, March 20th</th>
<th>Tuesday, March 21st</th>
<th>Wednesday, March 22nd</th>
<th>Thursday, March 23rd</th>
<th>Friday, March 24th</th>
<th>Saturday, March 25th</th>
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<tbody>
<tr>
<td>9:00-10:30</td>
<td>TRAVEL FROM</td>
<td>Session 2 - Ecommerce logistics</td>
<td>Vist of Zalando SE (8:30: Lahrl)</td>
<td>Guest lecture of Ver.di (t.b.d.)</td>
<td>Presentation of teamwork</td>
<td>TRAVEL HOME</td>
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<td>10:30-12:30</td>
<td>TRAVEL FROM</td>
<td>Session 1 - Retailing logistics</td>
<td>Session 2 - Ecommerce logistics</td>
<td>Vist of DHL Lahr</td>
<td>Session 2 - Ecommerce logistics</td>
<td>Presentation of teamwork</td>
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<td>12:30-13:30</td>
<td>TRAVEL FROM PARTNER UNIVERSITIES</td>
<td>Lunch</td>
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<td>13:30-15:00</td>
<td>TRAVEL FROM PARTNER UNIVERSITIES</td>
<td>Vist of Printus AG, Offenburg (14:00)</td>
<td>External speaker (Odata)</td>
<td>Session 2 - Ecommerce workshop</td>
<td>Session 3 - Ecommerce workshop</td>
<td>Presentation of teamwork</td>
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<td>15:00-17:00</td>
<td>TRAVEL FROM PARTNER UNIVERSITIES</td>
<td>Session 1 - Ecommerce workshop</td>
<td>Session 2 - Ecommerce workshop</td>
<td>Session 3 - Ecommerce workshop</td>
<td>Presentation of teamwork</td>
<td>TRAVEL HOME</td>
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<td>TRAVEL FROM PARTNER UNIVERSITIES</td>
<td>Dinner Event Oberkirch</td>
<td>Dinner Event Gengenbach?</td>
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**Deadline May 15th 2017: Written Report of all teams (40 pages each team)**

All workshop sessions at the university will take place in rooms 1.09 and 1.11 (first floor).

On Monday and Wednesday or Thursday (t.b.d.) evening we will offer a team dinner!
Preparation of the participants

During the week we cannot treat the whole world of Ecommerce and Multi-Chain-Management from the scratch. Therefore we ask you to prepare yourself in beforehand so that we can easily start and get much deeper in detail during the week. It is not necessary to prepare a presentation or a report but please bring what you could find about the topic from your country into the workshop to have some starting/additional material.

Please answer the following questions for yourself:
• What are the main differences between stationary retailing and E-Commerce?
• What is Multi-Channel-Management?
• What are main differences between Shops in Germany, Danmark and Netherlands?
• How do the different cultures shop?

Moreover we would like you to prepare some data about E-Commerce in your country:
• How is E-Commerce growing in your country? Is E-Commerce for food relevant?
• Can you find existing solutions of E-Commerce for food? How are the companies organized (webshop, logistics)?
• Would you or your family/friends/… order food via E-Commerce? Why yes, why not, why perhaps?

The preparation will not be part of the examination