

Multi Channel Infrastructure

Course ID	DEC-02 (B+W1136 / B+W1137)
Lecturer	Prof. Dr. Ingo Dittrich, Prof. Dr. Andrea Müller
Study Program	DEC
Level	Master
Language	English
Credit Hours / ECTS	4 Credit Hours / 6 ECTS
Workload	60 h Classes / 60 h Preparation / 60 h Postprocessing
Course Type	Lecture, Seminar
Exam	Written Exam
Requirements	Principles of IT and Logistics
Max Participants	-
Contents	<p>ECommerce/Multi-Channel-Fulfilment 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-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 ECommerce 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 succesful ECommerce fulfilment • Structured development of different types of solutions for ECommerce fulfillment • 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 ECommerce fulfilment • City logistics
Learning Objectives / Skills	<p>Have knowledge of existing types of logistics networks of retailing companies, the characteristics of the growing market of Ecommerce in Europe, components to build a successful Ecommerce logistics</p> <p>Be able to analyse how value is created through operations and supply chains in Ecommerce business, understand and differentiate strategies of Ecommerce logistics, estimate the relevance of new approaches in Ecommerce logistics</p> <p>Have the competencies to select suitable components to plan and implement a successful Ecommerce/MultiChannel fulfillment</p>
Literature	Provided in class