TOPterm

30-ECTS SPRING TERM PROGRAM
E-COMMERCE MANAGEMENT AND LOGISTICS
BACHELOR’S DEGREE LEVEL
OFFENBURG | STUDY IN GERMANY

Each Year
March - July
PUSH YOUR PROFESSIONAL CAREER WITH INNOVATIVE E-COMMERCE AND LOGISTIC SKILLS!

Offenburg University offers you a unique spring term (March-July) in Germany!

Choose your 30-ECTS program, taught in English, and apply through your home university’s International Office.

Option 1:
If you have no previous knowledge in logistics

Option 2:
If you have basic knowledge in logistics

Logistics Basics: 6 ECTS
Distance Learning - Online
February-April

Main Study Part: 24 ECTS
E-Commerce Workshop
Multi Channel Infrastructure
Operations Execution
Transport and Forwarding
Business Analytics
March-July

Electives: 6 ECTS
Project Seminar or Freely Chosen Courses
March-July

For detailed information about the individual courses, please see the course descriptions at the end of this brochure.
SOFTWARE
AND LABORATORIES

Eye-Tracking Glasses

Customer-Experience Tracking Lab

Multi-Channel Management Lab

Tecnomatix Plant Simulation
EXCURSIONS
AND SOCIAL ACTIVITIES

Excursion to Zalando Logistics

International Workshop

International-Student Get-Together

International-Student Get-Together
You can extend your study stay in Germany with an internship or an additional study semester.

Hochschule Offenburg cooperates with a number of industry partners, including major international companies, strong SMEs and innovative start-up companies, to whom you can apply for an internship.

Note, however, that we cannot guarantee you an internship with any of these companies but only provide information.

To learn more about staying for an additional semester at Offenburg University, please see our website: https://incoming.hs-offenburg.de/en/exchange-students-and-special-programs
The University’s main campus is in Offenburg and located just outside the Offenburg city center. All campus facilities are within a short walk. The Department of Business and Industrial Engineering is located in Gengenbach, a picturesque town of approximately 12,000 inhabitants, with charming half-timbered houses, quaint shops, typical Baden gastronomy, and markets and festivals which attract tourists from around the world.

4,500 Students

55 Study Programs

4 Departments

- Accredited, globally recognized study programs
- Excellent lectures and seminars
- Renowned international guest lecturers
- Extensive company contacts
- Exciting excursions to globally active companies
- All-round support before and during your stay
- Outstanding student projects
OFFENBURG UNIVERSITY
OUR CAMPUSES
REGION
BLACK FOREST

Situated between the Rhine River, France and the Black Forest in a scenic surrounding and offering a mild climate, the Ortenau District is Baden-Württemberg’s largest by surface area (1,851 km²).

As a business location, the Ortenau region ‘has everything,’ from small businesses to major corporations, but mainly consisting of medium-sized and family-owned companies. Manufacturing dominates; slightly less than 60 percent of all industrial revenue of the Chamber of Commerce in the Southern Upper Rhine region is earned in Offenburg and the Ortenau District. The business sector can rely on competent national and international-standard transport facilities. Another important economic factor in the largely rural Ortenau is agriculture, with traditional wine and fruit growing.

Providing numerous leisure opportunities and culinary specialties known well beyond the region, the Ortenau offers a high quality of life and enjoys great popularity as a holiday region.

#hikingtrails
#cyclingtrails
#historicbuildings
#wine
#nightlife
#sports
#culture

YOUR HOMEBASE FOR EXPLORING GERMANY AND EUROPE

By train
- Frankfurt
- Munich
- Berlin
- Paris
- Zurich
- and many more

By plane
- Rome
- Prague
- Barcelona
- London
- Vienna
- and many more
Due Offenburg’s central location within Europe, a wealth of cities and other tourist attractions are within easy reach. Here you can find some suggestions for trips close to Offenburg and amazing cities in Europe.

These are only a few of the many commendable trip destinations. Come to Offenburg and use it as a base for trips around Europe during your free time!
A study-abroad stay takes considerate planning and organisation – beforehand, but also after your arrival. Settling down and getting accustomed to a new culture also take time.

Our internationally experienced staff is committed to providing guidance and support throughout the planning stages as well as during your stay at Offenburg University, making the transition a lot easier.

Special services for our international students include:

- Course: German as a foreign language
- Accommodation service
- Orientation program
- Cultural program
- „Senior Service“
- Student Union
- Buddy program
Logistics Basics

Course Type
- Seminar
- Exam
- Oral Exam

Contents
- Definition and basics of distribution logistics; network design
- Order fulfilment
- Receiving
- Put-away
- Storage
- Order Picking
- Shipping Preparation
- Shipping

Strategies, operations execution, challenges, best practices.

The course is designed as a mixture of lecture sessions, self study, group work and case studies.

International Office

Offenburg University of Applied Sciences
International Office

Contact: incoming@hs-offenburg.de
### Multi Channel Infrastructure

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Written Exam and Seminar</th>
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</thead>
<tbody>
<tr>
<td>Exam</td>
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</table>

**Contents**

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.

- Network design of different types of retailing
- Prerequisites for a successful 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

The course is designed as a mixture of lectures and workshop sessions.

### Business Analytics

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<tbody>
<tr>
<td>Exam</td>
<td>Oral Exam</td>
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**Contents**

Introduction to Data Warehouse Systems and Business Intelligence, Architecture and components of BW-systems, data modelling in BW-systems, Online Analytical processing, dashboards.

Implementation of a case study in the BW-system SAP BWa. Students use BI tools to analyse sales data, they create analytical reports and implement a dashboard for sales analytics.

Introduction to Big Data, Data Science and Data Mining.

### E-Commerce Workshop

<table>
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<tr>
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<th>Seminar</th>
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<tr>
<td>Exam</td>
<td>Lab work and presentation</td>
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**Contents**

The course covers an introduction in e-commerce principals and is based upon a firm marketing- and IT background. It is designed to provide an understanding of doing web-based business, which technical and conceptual challenges are to resolve for companies addressing the B2B and B2C markets.

In a first part the course provides the students with a basic understanding of e-commerce, the main definitions and recent trends of technical and conceptual developments.

In a second part the course focuses on practical developing and realizing business models of e-commerce.

The central focus is set upon:

- How does e-commerce work?
- What are success criteria for e-commerce applications?
- What other channels can be combined for sales-management?
- Why is user experience a central aspect of e-commerce applications?
- What business models could become successful in the future?

Students develop in teamwork (3-4 persons) an e-commerce application and test it in the CXT-Lab.

### Operations Executions

<table>
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<th>Course Type</th>
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<tbody>
<tr>
<td>Exam</td>
<td>Written Exam and Presentation</td>
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**Contents**

The course focuses on the design of networks and single items of distribution logistics – under consideration of technical, economical and ecological aspects:

- Procedure of systematic development and design of logistics networks, warehouses and sorting equipment with a focus on distribution logistics
- Dimensioning of sorting, handling and storing equipment
- Laws and Principles to design, implement and use of units - especially warehouses - in a distribution network
- Ecological aspects in the design of distribution networks
- Logistics meets digitalization
- Material simulation with Siemens Tecnomatix Plant Simulation

The course is designed as a mixture of lecture and workshop sessions. During the semester the participants work in a real project of a selected company (teamwork).
**Electives**

<table>
<thead>
<tr>
<th>Course Type</th>
<th>See specific courses</th>
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<tbody>
<tr>
<td>Exam</td>
<td>See specific courses</td>
</tr>
<tr>
<td>Contents</td>
<td>The student can select any course offered by the faculties of Offenburg University.</td>
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Examples:
- Market Research
- Qualitative Methods
- International Finance Management
- Global Business Project
- Intercultural Leadership
- German Culture and Society
- Quick Response Manufacturing
- Data Analysis for Risk and Security Management
- Interactive Media
- Big Data Analytics
- Mobile Security
- German as a foreign language

**Transport and Forwarding**

<table>
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<td>Written Exam</td>
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<tr>
<td>Contents</td>
<td>Transport and forwarding companies are an important backbone of the European economy. Moreover a well planned distribution network can save costs and secure an added value to the customer. At the same time the value of transport is not recognized by most of the customers. The margin of transport companies of all transport modes is low and the circumstances for the staff are often weak. This course is about the functionality of different transport modes and how forwarder and transport companies manage to keep business running. The predominant points of view during the course are those of the loading industry and of a forwarder who organizes transport solutions for companies. What are relevant details of all transport modes (technology, law, forms and relevant players) What is needed to perform an economical and ecological transport? What are relevant future developments?</td>
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