

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.

- 01 Logistics Basics: 6 ECTS**
Distance Learning - Online | February-April
- 02 Main Study Part: 24 ECTS**
E-Commerce Workshop
Multi Channel Infrastructure
Operations Execution
Transport and Forwarding
Business Analytics | March-July
- 03 Electives: 6 ECTS**
Project Seminar or
Freely Chosen Courses | March-July

Option 1:
If you have no previous
knowledge in logistics



Option 2:
If you have basic
knowledge in logistics



- 01 Logistics Basics**
- 02 Main Study Part**

- 02 Main Study Part**
- 03 Electives**

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

SOFTWARE AND LABORATORIES

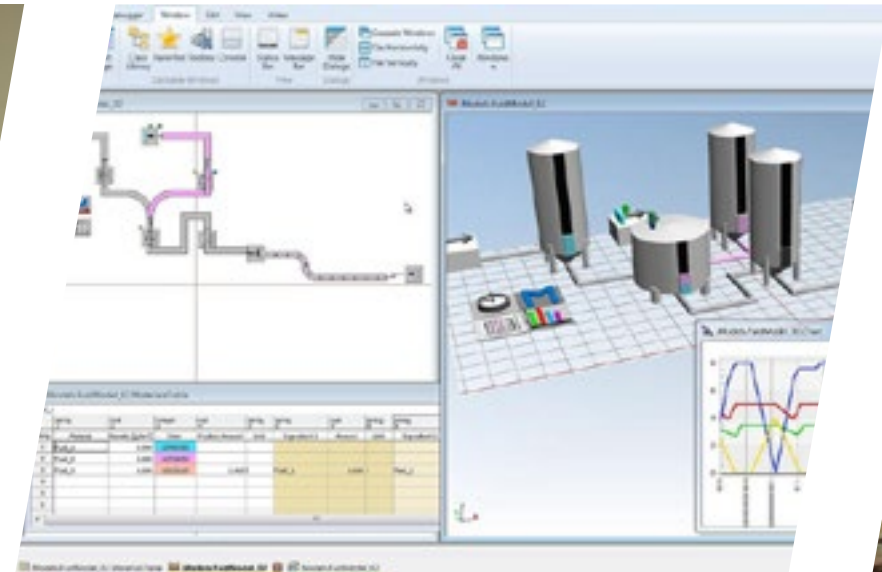
Eye-Tracking Glasses



Multi-Channel Management Lab



Customer-Experience Tracking Lab



Tecnomatix Plant Simulation



EXCURSIONS AND SOCIAL ACTIVITIES

Excursion to Zalando Logistics



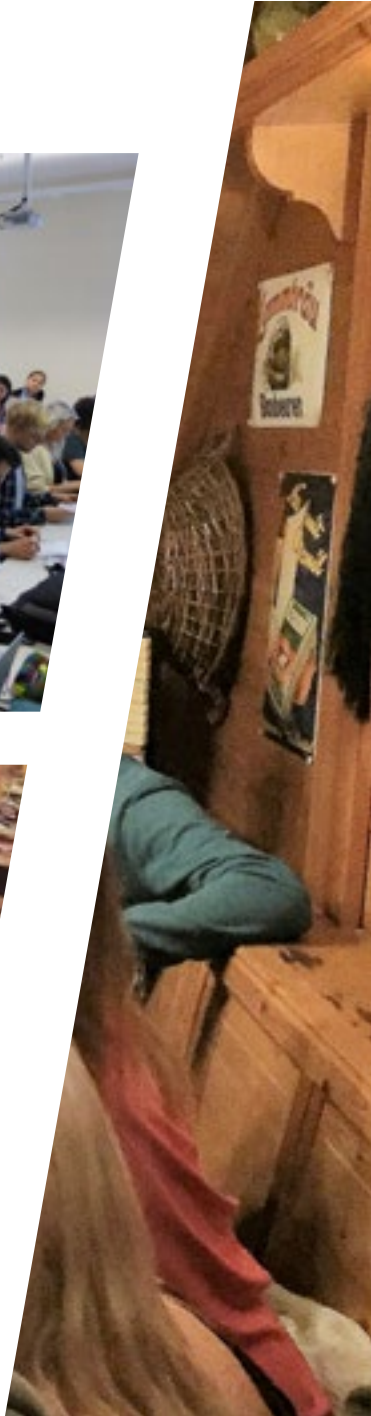
International Workshop



International-Student Get-Together



International-Student Get-Together



EXTENDED STUDY OPPORTUNITIES

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>



Internship

04

Additional Semester



OXID
esales

BOSCH

Printus
Ihr Partner für Bürobedarf



SCHAEFFLER



hansgrohe

zalando



OFFENBURG UNIVERSITY

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.



- ▶ 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

4,500
Students

55
Study Programs

4
Departments



Business and Industrial Engineering

- Gengenbach Campus -



Electrical Engineering and Information Technology

- Offenburg Campus -



Mechanical and Process Engineering

- Offenburg Campus -



Media and Information

- Offenburg Campus -

OFFENBURG UNIVERSITY

OUR CAMPUSES

Offenburg Campus



Gengenbach Campus



Gengenbach Campus



University Library

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

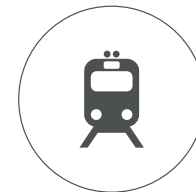
#culture



Gengenbach



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



Waterfalls, Triberg (Black Forest)

TRIP ADVISOR

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.



Lake Constance (Germany, Switzerland and Austria)



Reichstag (Parliament), Berlin



Neuschwanstein Castle, Schwangau (Bavaria)



Europa Park, Rust (Ortenau)



Basel, Switzerland



Strasbourg, France



Amsterdam, Netherlands



Vienna, Austria



Paris, France

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!

OUTSTANDING STUDENT SERVICE

A study-abroad stay takes considerable planning and organisation – beforehand, but also after your arrive. 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



YOUR WAY ABROAD

GET IN TOUCH

Weblinks

TOPterm:
bw.hs-offenburg.de/topterm

General information for incoming students:
<https://incoming.hs-offenburg.de/en>

Language Center:
<https://sprachenzentrum.hs-offenburg.de/en/information/>



COURSE DESCRIPTIONS

Logistics Basics

Course Type	Seminar
Exam	Oral Exam
Contents	<p>The course covers an introduction in logistics with focus on distribution logistics:</p> <ul style="list-style-type: none">• Definition and basics of distribution logistics; network design• Order fulfilment• Receiving• Put-away• Storage• Order Picking• Shipping Preparation• Shipping <p>Strategies, operations execution, challenges, best practices.</p> <p>The course is designed as a mixture of lecture sessions, self study, group work and case studies.</p>



International Office

Offenburg University of Applied Sciences
International Office

Contact: incoming@hs-offenburg.de

Business Analytics

Course Type	Seminar
Exam	Oral Exam
Contents	<p>Introduction to Data Warehouse Systems and Business Intelligence, Architecture and components of DW-systems, data modeling in DW-systems, Online Analytical processing, dashboards.</p> <p>Implementation of a case study in the DW- system SAP BWä. Students use BI tools to analyse sales data, they create analytical reports and implement a dashboard for sales analytics.</p> <p>Introduction to Big Data, Data Science and Data Mining.</p>

E-Commerce Workshop

Course Type	Seminar
Exam	Lab work and presentation
Contents	<p>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.</p> <p>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.</p> <p>In a second part the course focuses on practical developing and realizing business models of e-commerce.</p> <p>The central focus is set upon:</p> <ul style="list-style-type: none"> • 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? <p>Students develop in teamwork (3-4 persons) an e-commerce application and test it in the CXT-Lab.</p>

Multi Channel Infrastructure

Course Type	Lecture and Seminar
Exam	Written Exam
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 <p>The course is designed as a mixture of lectures and workshop sessions.</p>

Operations Executions

Course Type	Lecture and Seminar
Exam	Written Exam and Presentation
Contents	<p>The course focuses on the design of networks and single items of distribution logistics – under consideration of technical, economical and ecological aspects:</p> <ul style="list-style-type: none"> • 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 <p>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)</p>

Transport and Forwarding

Course Type	Lecture and Seminar
Exam	Written Exam
Contents	<p>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.</p> <p>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.</p> <p>What are relevant details of all transport modes (technology, law, forms and relevant players)</p> <p>What is needed to perform an economical and ecological transport?</p> <p>What are relevant future developments?</p>

Electives

Course Type	See specific courses
Exam	See specific courses
Contents	<p>The student can select any course offered by the faculties of Offenburg University.</p> <p>Examples:</p> <ul style="list-style-type: none">• 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