

MINOR:

E-PRENEURSHIP

E-COMMERCE & E-FULFILMENT



**THINK
BIGGER**



School of Technology
and Logistics

Minor: E-Preneurship

'E-commerce & E-fulfilment'

Fontys University of Applied Sciences and the Logistics Centre of Expertise Limburg (KennisDC Logistiek Limburg) are proud to announce the first national Minor E-Preneurship. This minor has been developed in cooperation with Thuiswinkel.org and is a combination of traditional entrepreneurship and e-commerce / e-fulfilment.

The growth of E-commerce and its impact on logistics

E-commerce is one of the fastest growing areas in today's economy. Most successful e-commerce companies are start-ups and many traditional companies are exploring how they can benefit from the increasing e-commerce market. E-commerce has a large impact on logistics and the supply chain itself. Supply chain operations need to be able to handle a large number of small orders, instead of vice versa. ICT maturity needs to be high to master the logistics in the e-commerce industry. For instance Amazon considers themselves to be an IT company who also happens to be a player in the retail market. Zalando considers ICT to be their competitive advantage compared to other players.

The location of the Netherlands, particularly Limburg, is advantageous for e-commerce markets as the middle of Europe is an excellent place to deliver whole Western Europe in one day.

Due to IT innovations many markets are facing a new globalization trend. It is now easier for small companies to buy directly from manufacturers in China. Only 10 years ago, this was the exclusive territory of big companies. In this new era of globalization, new market dynamics are surfacing and logistics flows will become increasingly continental and global in nature.

The driving force of E-commerce behind new supply chain innovations

With the heavy growth in e-commerce and the ICT maturity required for it, most new supply chain developments are originating from the e-commerce sector. Think about robotics, 3D printing, same day delivery, drones, pick up points and many more. Today's supply chain students need to be aware of these new developments and also of the detailed processes in e-fulfilment and e-commerce to be able to prepare themselves for the labour market of the future.



Minor E-Preneurship

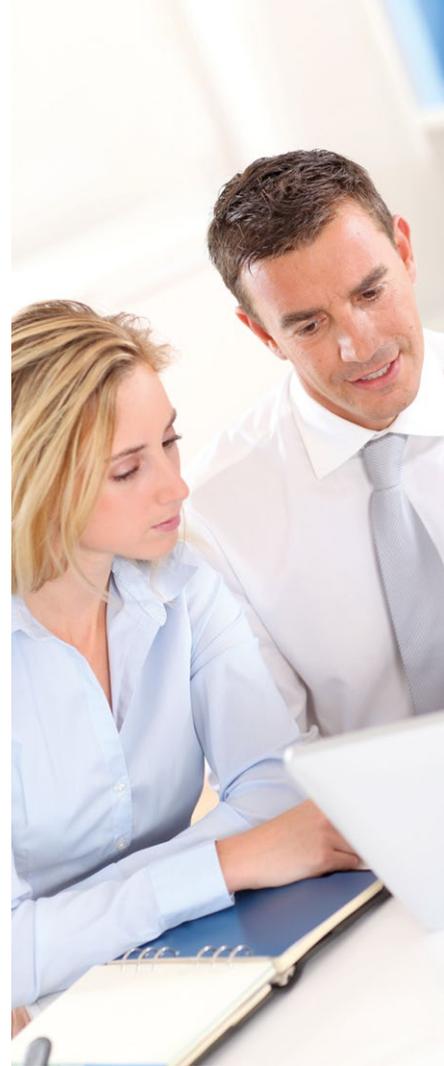
The challenges mentioned above illustrate the need for expertise and we target and stimulate those who not only are interested in logistics and supply chain management, but also other studies like business economics, business administration, International business, ICT and many more.

During the minor students will learn about E-commerce & E-fulfilment and acquire entrepreneurial competences to make an e-business successful.

To ensure appropriate coverage, we have based the minor on the following fundamental subjects:

Minor E-Preneurship		
E-fulfilment		Entrepreneurship
Introduction to e-commerce	Cross-border e-fulfilment	Business plan writing
ICT and e-commerce	Developments in delivery options and consumer demand	E-marketing and sales: Market, customer and the way of communication with the market/customer.
Traffic channels and internet marketing	Utilizing big data to optimize the e-commerce Supply Chain	Research methods and business planning
Assortment, buying & merchandising	Optimizing and managing the Last-mile	E-business finance
E-warehousing	Legal, customs and compliance	Entrepreneurial behaviour
Transportation & delivery & last-mile	Managing hyper growth in a physical e-commerce Environment	Skills
Returns management	Mechanization versus HR planning – How to manage peak periods?	Workshop techniques

Unlike most minors, this minor has the unique combination and mix of learning and doing. Lectures will be given by experienced business people and you will also participate in the international work field. Groups of students will carry out a project that is guided by their teacher and directly related to a real company. In both lectures and business cases all the three subjects will be combined. In total 30 EC's the student receives for successfully passing the examination of this Minor. The official language is English.





More information

More information and registration for the minor

For further information on this minor you can contact Johan Wijnhoven j.wijnhoven@fontys.nl or 08850 85500. To receive more information or subscribe you can contact: e-minor@fontys.nl.

Please join our minor, you won't regret it!

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