



Case Study for the International Learning Network (ABV) Strategic Management in the “Net Economy” – the example of grocery home delivery

1. Description of the Project Seminar

In this project seminar a case study on the topic of grocery home delivery will be examined in connection with aspects of the “Net Economy”. The foundation of this will be built upon different instruments of strategic management. Attendance is in cooperation with students from other German and international universities (amongst others the Freie Universität Berlin, Tongji University Shanghai, Ruhr Universität Bochum and Technische Universität Dresden). The participating students from the various universities will be mixed together into international groups.

The project will be conducted in English.

The central coordination platform for the project is a Social Community within which the participants can create individual skill profiles which they use to apply to the groups. In connection to this team building phase, each group will lead and design a concrete project to improve the existing procedures of an imitation company that directly delivers groceries to homes, focusing particularly on the use of different strategic management tools. The finished project will eventually be shown to the other participants during a final presentation event. All work is conducted online, with the help of Web 2.0 applications such as Google Sites, Google Docs or Blogs.

Teaching Assistants will support groups with the implementation of their projects and are always available for contact during the course of the project. During this time students will receive insights into recent developments within the area of Information and Communications Technologies and their use for economic issues. The international character of the project allows for practical experience from different countries to be collected via the use of E-Learning and contact with students from other, in particular international, universities to be made.

2. Conditions of Participation

The project is aimed at Bachelor students who have already attended the economics foundation module (“Grundlagen Marketing” or “Grundlagen BWL”) as well as the E-Business module. Interested students who have not yet participated in the “E-Business” module can still enquire about participation.

Further details on participation conditions can be found on the following homepage:

<http://www.wiwiss.fu-berlin.de/institute/abv/gersch/lehrveranstaltungen/zugangsvoraussetzungen.html>

This module is also available for BWL and VWL Diploma students. It will be available as an optional project (“Wahlveranstaltung”) with 4 bonus points or 5 ECTS points for the following courses: Wirtschaftsinformatik, Marketing, Unternehmenskooperation or Allgemeine Betriebswirtschaftslehre. Details for appointments and registration procedures can be found in the lecture schedules.

The module has a limited number of participant places (max. 30). Please log your preference for participation in Campus Management during the registration times from 4.10. to 17.10.2010 at 12:00. Information on admission and the project will be sent on 18.10.2010 by Email. Those students who are not registered with Campus Management can apply within the registration times by emailing Corinna Fink (corinna.fink@fu-berlin.de).

Participation is only possible after confirmation of acceptance.

The **first meeting** takes place on Wednesday 20.10.2010 at 14:00 (until about 18:00) at **Garystrasse 21, Hs 104 (lecture hall)**.

3. Procedure

The seminar takes place between 20.10.2010 and 05.11.2010. During this time 4 video conference meetings are scheduled between the different locations (20.10.10, 03.11.10, 24.11.09, 15.12.10). The final exam will take place on 5.01.2011.

4. Certificate Acquisition

After active and successful contribution to the seminar and after passing the final 60 minute exam, participants will receive 5 credit points. The grades for both parts of the exam (group project and exam) contribute to half of the module grade. The module exam is passed when the module grade is at least at a standard of “sufficient” (4,0).

We look forward to your participation and an interesting and successful course of events during the project.