Minor E-Preneurship
Minor regulation 2020-2021

1. Name Minor
Minor E-Preneurship

2. English Name
Minor E-Preneurship

3. Minor content
"E-Preneurship (E-Commerce & E-Fulfilment)" is a bachelor minor offered by the Institute of Logistics and Technology at Fontys University of Applied Sciences in Venlo since the beginning of 2016. The minor is developed in close cooperation with the Logistics Centre of Expertise Limburg and the E-academy of Thuiswinkel.org, who is also certifying the minor within their E-Academy programme.
Today's economy is rapidly changing because of the strong growing E-Commerce businesses. Well known examples are Amazon, Zalando, Spotify, Alibaba or Bol.com. The impact of this development is staggering. However, despite of these big players, a lot of successful E-Commerce companies are start-ups and at the same time many traditional companies are exploring opportunities to integrate E-Commerce into their business model. A lot of E-Commerce activities of traditional companies are not making any profit, which is why a lot of attention needs to be paid to the execution of physical goods flows in E-Commerce. A key area of attention in E-commerce is therefore the field of E-Fulfilment (*E-Commerce logistics*).

Minor E-preneurship
During the minor, students will learn how to improve formerly mentioned core processes in E-Commerce & E-Fulfilment and to acquire entrepreneurial competences that help them in making their own online business successful. These competences are essential in case of future independency (entrepreneurship) and highly appreciated in corporate management positions (intrapreneurship). Entrepreneurship involves developing a (new) venture. Intrapreneurship, also known as corporate entrepreneurship or corporate venturing, is the practice of developing a (new) venture within an existing organization. Both types of venture creation are focused on exploring new opportunities, business building, in order to create economic value and therefore are of key economical and social importance in modern society.

Therefore, the minor is based upon the three fundamental subjects:
1. E-Commerce   *"understanding online commerce and relevant activities"*
2. E-Fulfilment   *"creating efficient logistics for online commerce"*
3. Entrepreneurship   *"being capable of starting an own online business"*

The *introduction phase* (week 1-10) provides students with the theoretical basis required to gain more in-depth knowledge about E-commerce & E-Fulfilment. Besides this, students get to know their 'entrepreneurial self' by means of a personality test. The results of this test are then used as an aid to provide entrepreneurship-oriented knowledge. Subsequently, students apply the knowledge obtained, as well as skills competences in the *advanced phase* (week 11-20) by carrying out projects for real E-Commerce companies. In this phase, students are guided by an internal (teacher) and external (company) coach in individual projects. Inspiring guest lecturers by intrapreneurial specialists in E-Commerce and E-Fulfilment are provided in this phase as well to help students obtain practical knowledge with regards to relevant subjects.
Therefore, minor students from diverse domains like Mechatronics, Industrial Product Design, Information technology, Logistics and other economic studies acquire additional knowledge beyond the scope of their own major. Students from these different majors and different cultural backgrounds will work in interdisciplinary group settings. The official language is English in order to enhance intercultural skills. Furthermore, students obtain more self-awareness, learn from each other's strengths and work in individual weaknesses.

For half a year the students will be fully occupied. Therefore, the minor is a so called 'block minor'.
The required study time is 40 hours per week. Approximately on average 12 contact hours and 28 hours of self-study and group work have to be taken into account. In total 30 EC's are awarded for the completion of this minor.

Goals
At the end of the minor students will have broader knowledge about E-Commerce & E-Fulfilment related subjects, understand the relation between these subjects, and can apply their knowledge in real projects within e-commerce companies.
In doing so, they can integrate these fields of knowledge by means of investigating, analysing, improving and developing (new) business opportunities within an international E-Commerce comany. Ultimately, a written business plan is presented, with convincingly argumented and defended results.

Summary
The minor offers a framework in which students become E-Commerce & E-Fulfilment professionals and acquire valuable entrepreneurial competences that are in line with the expectations of the industry. Aiming at future entre- or intrapreneurial aspirations, the minor also enhances the students' creativity, flexibility, reliability, responsibility and guides them towards acting professionally and perform effectively. These are important requirements for achieving success in the emerging world of e-commerce.

4. Overview of the courses in the minor (see article 12, general section TER)
The total workload for this minor is 30 European credits (ECs), duration is 1 semester. The minor consists of the following (theoretical) modules:

| E-Commerce / E-Fulfilment modules | | Entrepreneurship modules |
Introduction phase (Week 1-10)	Advanced phase (Week 11-20)	Introduction phase (Week 1-10)
Introduction to E-Commerce	Cross-border E-Fulfilment	Business plan writing
Assortment, Buying & Merchandising	Innovation concepts in E-Commerce	Research methods and business planning
E-Warehousing	Utilizing Big Data in E-Commerce & Supply Chains	E-Business finance
Transportation, Delivery & the Last-Mile	Optimizing the Last-Mile	E-Marketing and Sales
Returns Management	Legal, Customs and Compliance	
ICT and E-Commerce	Managing Hyper Growth	Traffic channels and internet marketing **or** E-Procurement*
	Mechanization versus Human Resources	Skills**

*elective based on choice and availability
** not assessed in business plan, but in the course of final presentation advanced phase

5. Procedure for enrolment of the minor
Minor enrolment follows standard procedures as stated on the Fontys website. There is no required procedure for enrolment for the individual courses of the minor.

6. Tests and procedure for enrolment for the tests (see article 18 & 22, general section TER)
The examination procedure is defined as follows:

Introduction Phase: WL= Workload

Nr	Part	Assessed by	Individual/group	Grading	WL
1	Written exam courses Introduction Phase (w/o Skills)	Lecturers Fulfilment Modules	Individual	1 -10	6
2.	Business Plan case	Lecturers Entrepreneurial Modules	Individual or 2 students	1-10	6

Advanced Phase:

Nr	Part	Assessed by	Individual/group	Grading	WL
3.	Projectplan	Coaches / Lecturers	group	O/ V	1
4.	Webshop assignment	Lecturer ICT	group	1 -10	1
5.	Problem centred Business Plan	Examiner / Lecturer(s) + ext. Advisor(s)	group	1 -10	8
6.	Final Assessment Presentation & Defense	Examiner(s) Examiner(s)	group/ind. group/ind.	1 -10 1 -10	8

	+ ext. Advisor(s)		
Competences 2-5 in Advanced Phase	Examiner(s) & + ext. Advisor(s)	individual	O/ V

In the examination week at the end of the introduction phase, students will be assessed based on two deliverables: A business plan case assessing the application of the knowledge gathered within all entrepreneurial modules of the introduction phase (see right part table section 4.), as well an exam covering E-Commerce & E-Fulfilment theory (see left part table section 4.). Those students that do not pass are given a re-assessment at the beginning of the advanced phase.

In the advanced phase, students will construct a web shop for their business using WordPress and WooCommerce. Also, students have to hand in a (problem oriented) business plan that applies relevant logistics knowledge gathered in previous parts of the minor. This project is carried out in a real (e-commerce) company. An exception applies to those students wanting to found their own e-commerce company. These students are given permission to write their own business plan which will then be assessed instead of a problem-oriented plan at the end of the minor.

After handing in their (problem oriented) business plan, students are assessed both as a group and individually based on their defence during a final presentation. In this final (integrated) assessment the competences 2 – 5 will also be graded: management, cooperation, communication and professional performance. More detailed information about these competences can be found on the minor assessment form(s) published before the start of the advanced phase.

E-Preneurship programme matriculation is seen as a sign of commitment and dedication for course content. It is therefore assumed that the student will actively participate in both formative and summative assignments of the minor and its modules and will take an active and responsible role with regards to the execution of any assignment. Excessive absence or lack in participation within a module or overall can therefore result in serious consequences. As one of the core pillars that the minor rests upon is entrepreneurial behaviour, dedication and formally correct behaviour with peers are seen as essential parts of the (entrepreneurial) skills competences mentioned. A lack thereof may result in an "O" (fail) for one or more skills indicators and hence not passing the minor.

7. Examination of the minor (see article 19, paragraph 3, general section TER)
All examined (main) parts of the minor are graded between 1 (worst) and 10 (best), rounded to one decimal, or are graded with O (insufficient) or V (sufficient). The grading method within the minor parts will be explained further by the lecturer(s) during their first lecture.
The final minor grade is determined as follows: The grade of the exam at the end of the introduction phase weighs 20% (see Nr. 1 section 6). Another 20% are determined by the business plan case (Nr. 2). The grade of the (final) problem centred business plan (Nr. 5 & 6) weighs 55% of the final grade, including presentation and defence of said plan. Another 5% result from the web shop construction assignment executed within the advanced phase (Nr. 4).

For passing the minor, there has to be a score per part of minimally 5,5 or a V (sufficient), for any of the aforementioned parts (section 6). Partial grades will be rounded to one-decimal grades. Students that do not pass will be offered one retake (assessment) or a repair (assignment). A student will only obtain the credits assigned once he brings all above mentioned parts to a successful end, so either all (30 EC's) or no credits (0 EC's) are assigned.

8. Examination board (article 38, general section TER)
The examination board for this minor is represented by the examination board of Fontys Hogeschool Techniek en Logistiek Venlo (fhtenl-excie@fontys.nl)

9. Validity information
This information is valid for the duration of the 2020-2021 Academic Year.

10. Entry Level minor
Students must have successfully completed their propaedeutic year. If the propaedeutic year is not (yet) completed, students have to get permission from the examination board of their own institute to enrol for the minor. It might be difficult for the latter students to pass the minor as basic understanding of companies, process optimization and efficiency are required. Therefore 3rd year students are advised

to have passed their internship before enrolment. Furthermore, sufficient knowledge of the English Language is important (>B1 level).

11. Accessibility
The Minor is accessible for all students of the bachelor majors of Fontys Hogeschool Techniek en Logistiek in Venlo. Students entering from other institutes/studies are required to request permission by the examination board of their study before participating. This, even if these studies are (international) business related studies that align with the minor perfectly based on content.
After this the student is able to enrol by means of *ProgRESS*, if he has got access himself or, if not, he will be enrolled through the minor-coordinator.

12. Contact
Executing institute is the Fontys University of Applied Sciences (Fontys Hogeschool Techniek en Logistiek) in Venlo. For further information contact the minor coordinator:
Ken R. Zschocke, k.zschocke@fontys.nl, +31 (0) 8850 76790

In terms of participation and completion of their minors, students will not be required to satisfy any other requirements than those as hereby determined in these Minor Regulations.