

“This minor completely changed my way of business thinking. To be honest, I would have never expected that one semester could increase my ambitions and my knowledge that much. I think it can be described best as a real 360° minor! I learned a lot about all the logistical processes behind online shopping like shipping, warehouses, returns etc. But also everything about the required technology (and trust me, I have never ever ever dealt with IT before and it turned out to be my favorite subject of all). ‘Finance’, ‘Online Marketing’ and ‘Assortment’ completed the knowledge you obviously need to build an e-business. But what surprised me the most is that I have learned much more than just something about facts, models and theories. Because all the content-based knowledge is surrounded by subjects that encourage you to actually make something out of this knowledge. We were taking a look at personality structures, how to deal with others- and more importantly with ourselves. Almost every week there were guest lectures of people who are successful entrepreneurs, those ‘who made it’. I found that super inspiring. Listening to what they said about their stumbling blocks but also seeing that they dealt with it, motivated me extremely. And instead of thinking that only people with luck who somehow by chance have a flawless business idea can be entrepreneurs, I started thinking ‘I want to do this, too’. But also listening to companies that are already big and use stunning business models or technology, is something that I took away with me. Moreover, one of the best parts were of course all the excursions we did. Because in my experience, things you really see yourself stay in mind much longer than anything else and I’m still telling everyone about what I experienced. By the end of the semester, I had written my very own business plan for a digital business- And if you would have asked me before, I would have told you I could never do this. But I could. I honestly recommend this minor to everyone who wants to experience six months that actually make you think bigger. Much bigger.”

Larissa Schuster

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