



Corporate Presentation

THE E-COMMERCE INSTITUTE (ECI)

- Foundation: 2013
- Location: Im Mediapark 4c, 50670 Cologne
- Number of employees: 12
- Special feature: Institute at the
Hochschule Fresenius – University of Applied Sciences

Within the scope of our projects, workshops and trainings as well as through the integration of master students and junior staff, a practical interlocking of teaching, research and transfer to companies and young talents in e-commerce is achieved.

ABOUT US



Prof. Dr. Richard Geibel

- Director @E-Commerce Institute Cologne
- Dean of Studies of the Master's Degree Programs "Digital Management" @UniversityFresenius
- Manager @STARTPLATZ business incubator in Cologne
- Professorship for Business Management, especially Entrepreneurship
- Commercial Judge @Cologne District Court for Digital Economy



Robin Kracht (M.A. B.A.)

- Head of Unit Digital Transformation @E-Commerce Institute
- Lecturer for E-Commerce & Social Media Management @HochschuleFresenius
- Founder weAct UG (software development)



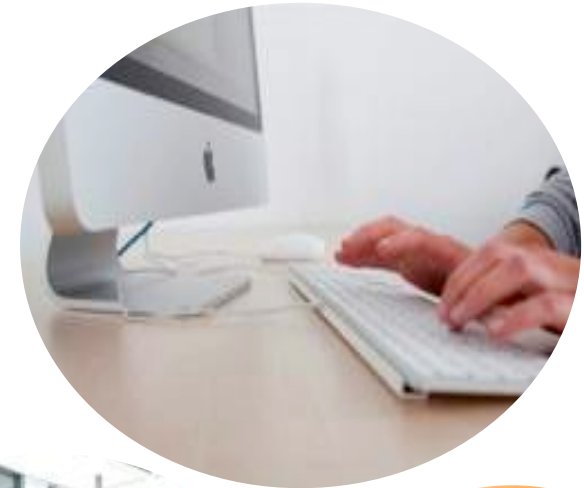
Other stakeholders

- Prof. Dr. Heinz Walterscheid
- Prof. Dr. Sascha Hoffmann
- Student assistants

HOCHSCHULE FRESENIUS

University of Applied Sciences

- With more than 13,000 students the largest private full-time University in Germany
- More than 500 professional teachers
- Small group sizes in lectures, seminars and workshops
- Engaged teachers with close contact to industry
- Modern equipment on all campuses
- Up-to-date, high-quality and comprehensive teaching material



The ECI is a research department at the Fresenius University of Applied Sciences, which develops business management concepts and e-commerce solutions for companies based on scientific methods.

LOCATIONS



Cologne, Im MediaPark



Düsseldorf, Platz der Ideen



Hamburg, Alte Raben Street



Munich, Infanterie Street



Berlin, Gendarmenmarkt



Frankfurt a.M., Marienburg Street



Idstein, Im Taunus



Zwickau, Lothar-Streit-Street

+
Wiesbaden
New York
Shanghai
Sydney

PROJECTS WITH STUDENTS

"Digital Management"

The Master program **Digital Management** was accredited in June 2015 and started in September 2015. Within four semesters students gain 120 Credits in six integrated modules and eight expert modules as well as at least four from eight specialized modules.

Degree: **Master of Arts** (M.A.)

The Master program Digital Management can be **studied directly after graduation** from Bachelor's Degree programs and further develops content from the areas of Business Administration, Media and Communication.

There is a wide range of attractive **career opportunities** in corporations, family businesses, start-ups and new ventures. A growing area is the demand for highly qualified employees and managers with leadership potential in the fields of **Business Development, Consulting, Strategic Management, Investment Management, Assistant to the Board of Directors** and especially **Start-ups**.



MISSION ECI

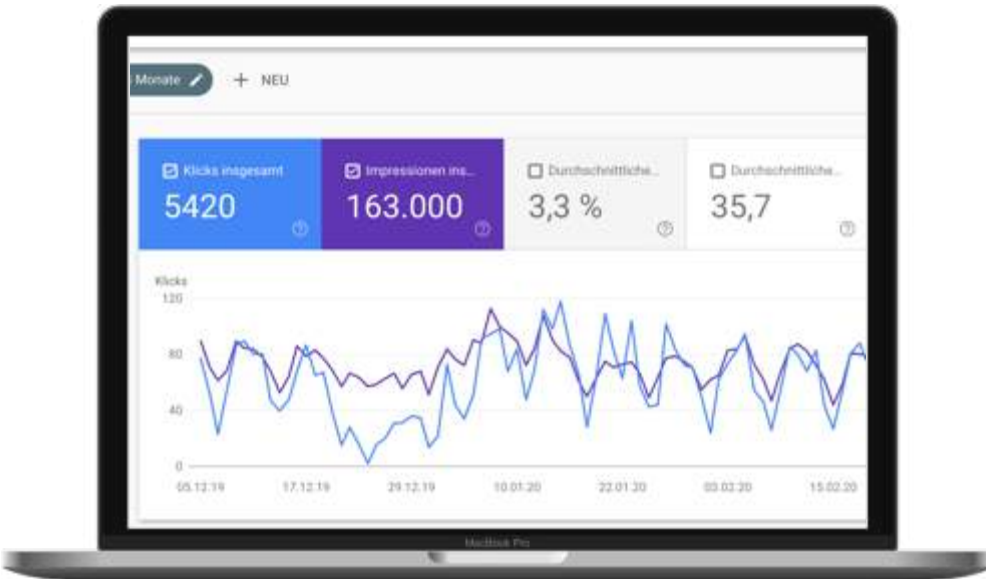
“ ON THE BASIS **EMPIRICAL RESEARCH** AND **APPLICATION-ORIENTED STUDIES**
WITH AND FOR COMPANIES,
TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF FUTURE-ORIENTED AND
SUSTAINABLE **E-COMMERCE PROJECTS.** ”

PARTNERS & REFERENCE CLIENTS

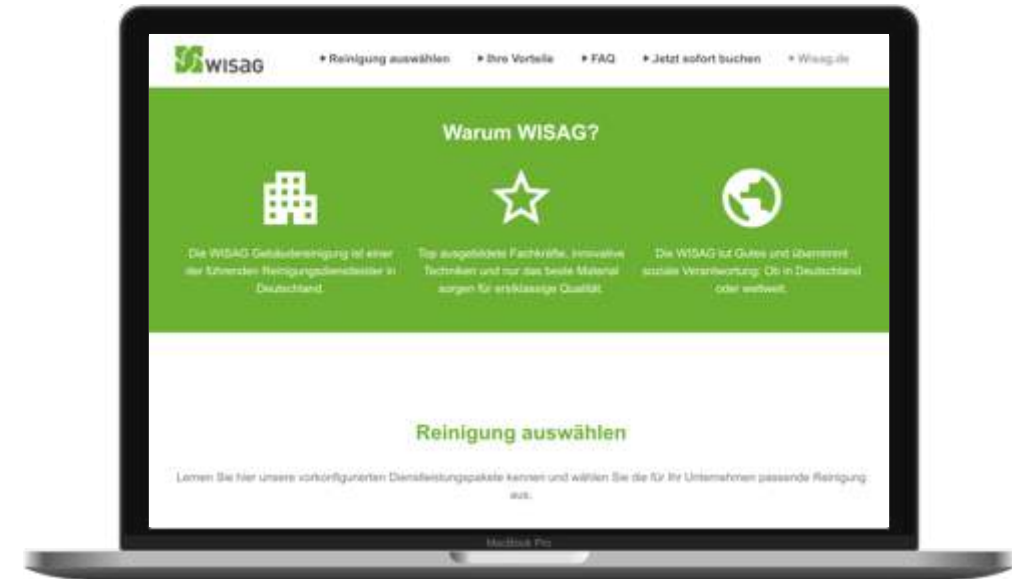


SELECTED REFERENCE PROJECTS

E-Commerce Institute



WISAG - Facility Management



KölnDuell - App

OUR EXPERTISE

The E-Commerce Institute is a **platform and network** of independent e-commerce experts who develop **solutions for issues in e-commerce**. The available expertise relates in particular to the following topics:

- E-Commerce
- Digital Transformation
- E-Business: Business models in the digital economy
- Online Marketing
- Web-Analytics and Business Intelligence
- Consumer and media psychology

The Institute works on a **project-related basis**, whereby the necessary e-commerce experts for a project are determined in the conception phase and integrated into the project. In this way, research and consulting **projects of different scales can be created**, which, under the control of the E-Commerce Institute, **quickly and efficiently lead to results and solutions** for various stakeholders.


Furthermore, expertise exists in the creation and implementation of **customer-specific and standardized workshops**.



CONTACT DETAILS

E-Commerce Institute Cologne – a research department of Hochschule Fresenius - University of Applied Sciences

Prof. Dr. Richard Geibel and Robin Kracht


 Visitor address:

Hochschule Fresenius Köln

Im Mediapark 4c

50670 Cologne

 Phone: + (49) 221 - 973 199 722

 Mobile: + (49) 171 - 145 3333

 E-mail: geibel@ecommerceinstitut.de

 Website: www.ecommerceinstitut.de