Branch: IT and communication

Code: ECOMME
Option: E-commerce
Level: Bachelor
Prerequisites: Baccalaureate
Opportunities:

RESPONSIBLE FOR E-COMMERCE

As an e-commerce manager, you work at the interface between sales, marketing and IT and are responsible for ensuring that your company's online shop always offers a good selection of products and is user-friendly. In concrete terms, your tasks include, among other things, the implementation of discount campaigns and the support of online advertising campaigns. You will also organize logistics and shipping and take care of the implementation of a functioning complaints system. Depending on where you work, your tasks will sometimes be more business administration oriented and sometimes more programming oriented. In any case, a varied activity awaits you.

PRODUCT MANAGER

As a product manager, your job is to manage a product in all departments. This includes planning, coordinating, marketing and controlling administrative activities. Your goal is to bring the product to market as successfully as possible. As a product manager in e-commerce, in addition to the classic tasks - such as market and competition analysis - your responsibilities also includes data management in the merchandise management system and sales tasks for online shops.

CATEGORY MANAGER: EN IM E-COMMERCE (M/W/D)

As a category manager in e-commerce, you are responsible for building and developing your company's online product range, specifically for the online channel. In addition to sourcing goods and managing suppliers, your tasks also include monitoring the online market situation and counting trends. In addition, you will always keep an eye on the most important online key figures at assortment and article level.

Description

Almost all business sectors now use web platforms as a sales channel and for customer acquisition. Whether B2B or B2C. The UUT e-business degree program gives you the ability to optimally understand and analyze the data and data structures that underpin online business and convert them into efficient processes. In addition to comprehensive basic knowledge of business management, this also includes specialist know-how of the most sought-after professional areas in digital sales. You can qualify specifically in the areas of retail management, online marketing or data science and analysis. You will also learn about the most important content management systems and payment systems.

With maximum practical relevance, you will develop online shops based on the user's experience. After successfully completing your studies in e-commerce, you will assume important functions in e-commerce companies.

Specific competences:

Taking advantage of online retailing as a future-proof growth market. University-trained e-commerce managers are now among the most sought-after sales professionals in digital commerce. Why? Because online experts have to keep an eye on all processes at all times and take on important core tasks in the most diverse areas. Whether it is the establishment of new sales channels, the further development of existing sales channels or the business analysis of extensive data structures. Versatile challenges for which the UUT Bachelor E-Commerce program prepares you optimally and guarantees you a future career.

Quality and competences:

With maximum practical relevance, you will develop online shops by following the user experience. After successfully completing your studies in e-commerce, you will assume important functions in e-commerce companies.