

Unit 5: The Amazon Effect

Syllabus

OVERVIEW & PURPOSE

The purpose of this Unit is to provide some general information about Amazon and its impact on the e-commerce and logistics industries. Students will see a brief history of the evolution and vision of the company. Furthermore, students will learn about Amazon's expansion into the logistics field and their plans to hire qualified professionals. This lesson should impress students with Amazon's impressive footprint and should motivate them to participate in this exciting and growing field of

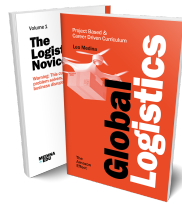


COURSE LEARNING OBJECTIVES

1. Identify key determinant factors in Amazon's growth and impact on e-commerce and logistics
2. Understand Amazon's need to expand its logistics operations
3. Discover available opportunities in Amazon's efforts to expand its logistics operations

MATERIALS NEEDED

- Computer
- Internet Access
- Text Book



DESCRIPTION OF ACTIVITIES

For each module please expect the following activities:

- Read through the lesson/session contents (including articles) and watch videos
- Stimulating Discussion
- Take a short quiz on the material presented
- Complete a written assignment with open-ended responses
- Solving a Delivery Problem Project
- Becoming Customer-Centric Project
- Group Project Presentation

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FOUR WEEK LESSON OUTLINE

Week 1: Theory & Stimulating Discussion

- 5.1 The Evolution
- 5.2 Customer-Centric Vision
- 5.3 Amazon Logistics
- 5.4 Amazon Logistics Hiring Plans

Week 2: Case Study Research, Data Mining & Research Essay

- Research and investigate questions 1 & 2
- Write Research essay
- Case Study 1: Survey Questionnaire
- Case Study 2: New Technologies Amazon has Developed

Week 3: Collaborative Project Idea, Creation & Development and Problem Solving

- Project 1: Solving a Delivery Problem
- Project 2: Becoming Customer-Centric

Week 4: Project Presentations

- Group presentations before classmates