

CAREER TUESDAY - REVIEW

13.12.2016 ▪ 17:45 – 19:15 ▪ Hörsaal XXIII, WiSo-Schlauch

Success of shopping centers – Are you ready to contribute to the future of retail?

On December 13th three employees of unibail-rodamco visited our weekly Career Tuesday and talked about their company, the value creating model at unibail-rodamco and the European Graduate Programme.

The company name unibail-rodamco is less known than their 71 shopping centers, which include the biggest centers all over Europe, like the Centro in Oberhausen and the Minto in Mönchengladbach. The group operates on the whole value chain of the commercial property industry, so that the field of activity is more than just real estate, but also includes the development, construction, planning and also managing and operating of those shopping centers.

What's special about the work at unibail-rodamco is that only 2000 employees have responsibility for huge projects. So every employee is valued as an individual talent and has great responsibility from the very beginning. Even young people have the chance to see results of their work very fast.

The Value creation model

Thinking about the future of retail, the biggest challenge to face is the online shopping. Unibail-rodamco therefore invests in big centers in the biggest cities to concentrate the demand.

Also, customers are attracted by an outstanding free service, a modern design and many innovations. It is the aim to make customers feel like they are guests in a 4* hotel.

The main topics of the value creation model, differentiation, concentration and innovation lead to successfully operated shopping centers.

A video of the Ruhrpark Bochum showed the students a practical example of how redesigning a shopping center can make a huge difference. By investing 250 Million €, the old-fashioned shopping center was transformed into a modern center with new shops where guests receive great services and feel comfortable.

European Graduate Programme (EGP) and "urMall"

The European Graduate Programme is a Fast-Track-Management-Programme, where participants can learn and develop themselves. Due to follow-up meetings, mentoring and trainings, the EGP also offers great networking opportunities.

After receiving a permanent contract, participants will rotate for one year between three different departments in the company with one of them abroad.

You will be challenged from day 1 and will do projects with senior managers in an international environment and profit from immense learning curves.

If you are interested in the EGP, you should have a degree from a top business school as well as great analytical and communication skills. You should be fluent in English and two other European languages. It is also important, that you are interested in international mobility and in the content of the work.

Another opportunity to get to know Unibail-Rodamco is the Business Game "urMall".

After visiting a shopping center, students will look at positive and negative aspects and present them afterwards. The best groups will be invited to Paris, where the final takes place.

After the company presentation, the students had the chance to get to know the employees and ask all their questions in the following Get-Together.