

BACHELOR OF ARTS
INTERNATIONAL RETAIL MANAGEMENT

STUDY PROGRAMME IN ENGLISH

Summer Semester 2016

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1. First Section (1.-3. semester)

No..	Module	Hours per week	Course type	Examinations	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
				Type and duration in minutes			
1.1	Principles of Retail Management	6	le	written exam 120		3	7
1.2	Principles of Economics	4	le	written exam 90		3	5
1.3	Quantitative Methods	5	le	written exam 120		3	6
1.4	Management Information Systems		le/pt			3	5
1.4.1	Management Information Systems	2	le	written exam 90			
1.4.2	Management Information Systems practical part	2	pt		ca ³)		
1.5	Business Law	4	le	written exam 90		3	5
1.6	International Retail Marketing	4	le	written exam 90		3	5
1.7	International Accounting and Taxation	6	le	written exam 120		3	7
1.8	International Retail Costing	4	le	written exam 90		3	5
1.9	International Finance Management	4	le	written exam 90		3	5
1.10	Operative Management and Organisation	4	le	written exam 90		2	5
1.11	Human Resource Management and CSR	4	le	written exam 90		3	5
1.12	Culture and Projects					2	4
1.12.1	Global Culture Introduction	2	le	dp			
1.12.2	Project Management	4	le	sp/ p ⁵)			
1.13	Languages						
1.13.1	Elective Foreign Language I	8	le		written exam 90	3	7
1.13.2	Elective Foreign Language II	8	le		oral exam 30	3	7
	total	71				40	78

2. Second Section (4.-7. semester)

No..	Module	Hours per week	Course type	Examination	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
				Type and duration in minutes			
2.1.	Strategic Retail Management	4	le	oral exam 15		3	5
2.2	Globalization in Retail	6	le	written exam 120		4	7
2.3	Brand and Communication Management	4	le	written exam 90		3	5
2.4	Sourcing, Range & Service Management	4	Le	written exam 90		3	5
2.5	Retail Logistics & Supply Chain Management	4	le	written exam 90		3	5
2.6	E-Commerce Business in Retail	4	le	written exam 90		3	5
2.7	International Projects	6	p	sp/ p ⁵⁾		4	8
2.8	Retail Controlling	4	le	written exam 90		3	5
2.9	International Sales, Multi-Channel & Price Management	4	le	oral exam 15		3	5
2.10	International Real Estate Management	4	le	written exam 90		3	5
2.11	International Leadership	7	le	written exam 120		4	7
2.12	Business Simulation and Seminar	5	s	oral exam 15		6	5
2.13	Electives						
2.13.1	Elective I	2	le		ca ³⁾ 4)	2	3
2.13.2	Elective II	2	le		ca ³⁾ 4)	2	3
2.14	Research & Presentation Methods	3	le	sp/p ⁵⁾		2	5
2.15	Bachelor Thesis	-	bt			12	12
	Total	63				60	90

List of abbreviations

le	lecture with exercise	sp/p	semester paper with presentation
p	presentation	pt	internship
bt	Bachelor Thesis	ca	course assessment
dp	documented presence		

- 1) Parts of the language lectures are self-studies.
- 2) The languages offered are listed in the time table.
- 3) The faculty council will define details. The course evaluation is on a pass/non-pass basis. Every course assessment has to be passed.
- 4) Two compulsory-electives have to be chosen.
- 5) The weighting of seminar papers with presentation is 60/40.
- 6) The selected language will be listed in the diploma certificate.
- 7) Students have to select one of the languages offered.

3. Table of Contents

1st semester

1	2	3	4	5	6	8
No.	Module	hpw	Course type	prerequisites	Credit points	offered in
1.12.1	Global Culture Introduction	2	le		1	wt
1.1	Principles of Retail Management	6	le		7	wt
1.2	Principles of Economics	4	le		5	wt
1.13.1	Elective Foreign Language I	8	le		7	wt
1.3	Quantitative Methods	5	le		6	wt
1.7.	International Accounting and Taxation	6	le		7	wt

2nd semester

1	2	3	4	5	6	8
No.	Module	hpw	Course type	prerequisites	Credit points	offered in
1.13.2	Elective Foreign Language II	8	le		7	st
1.6	International Retail Marketing	4	le		5	st
1.4.	Management Information Systems	4	le/pt		5	st
1.5.	Business Law	4	le		5	st
1.12.2	Project Management	4	le		3	st

3rd semester

1	2	3	4	5	6	8
No.	Module	hpw	Course type	prerequisites	Credit points	offered in
1.8.	International Retail Costing	4	le		5	wt
1.9	International Finance Management	4	le		5	wt
1.10	Operative Management and Organisation	4	le		5	wt
1.11	Human Resource Management & CSR	4	le		5	wt

4th and 5th semester

1	2	3	4	5	6	8
No.	Module	hpw	Course type	prerequisites	Credit points	offered in
2.1.	Strategic Retail Management	4	le		5	st
2.2.	Globalization in Retail	6	le		7	wt
2.3.	Brand & Communication Management	4	le		5	st
2.4.	Sourcing, Range & Service Management	4	le		5	wt
2.5.	Retail Logistics & Supply Chain Management	4	le		5	wt
2.6.	E-Commerce Business in Retail	4	le		5	st
2.7.	International Projects	6	p		8	wt/st
2.8.	Retail Controlling	4	le		5	st
2.9.	International Sales, Multi-Channel & Price Management	4	le		5	wt/st
2.10.	International Real Estate Management	4	le		5	wt
2.14.	Research & Presentation Methods	1	le		2	wt
2.13.	Electives	4	le		6	wt/st

6th semester

Advanced Practical Training

7th semester

1	2	3	4	5	6	8
No.	Module	hpw	Course type	prerequisites	Credit points	offered in
2.11.	International Leadership	7	le		7	wt
2.12.	Business Simulation & Seminar	5	s		5	wt
2.14.	Research & Presentation Methods	2	le		3	wt
2.15.	Bachelor Thesis				12	wt

4. Training Schedule

For the basic internship and the advanced internship

Basic Internship

Duration: 12 weeks

The basic internship has to be completed during the semester break within the basic programme.

I. Basic internship 12 ECTS

Objective:

The students know the working methods within the commercial fields of an international retail company. They have a general idea of the complexity of management procedures and know the current management methods. They have practical management competencies and skills.

Content:

During the basic internship students have the opportunity to work in two different business fields of an international retail company. The objective of the internship is to learn to act independently and self dependent.

Advanced internship (practical training semester) 30 ECTS

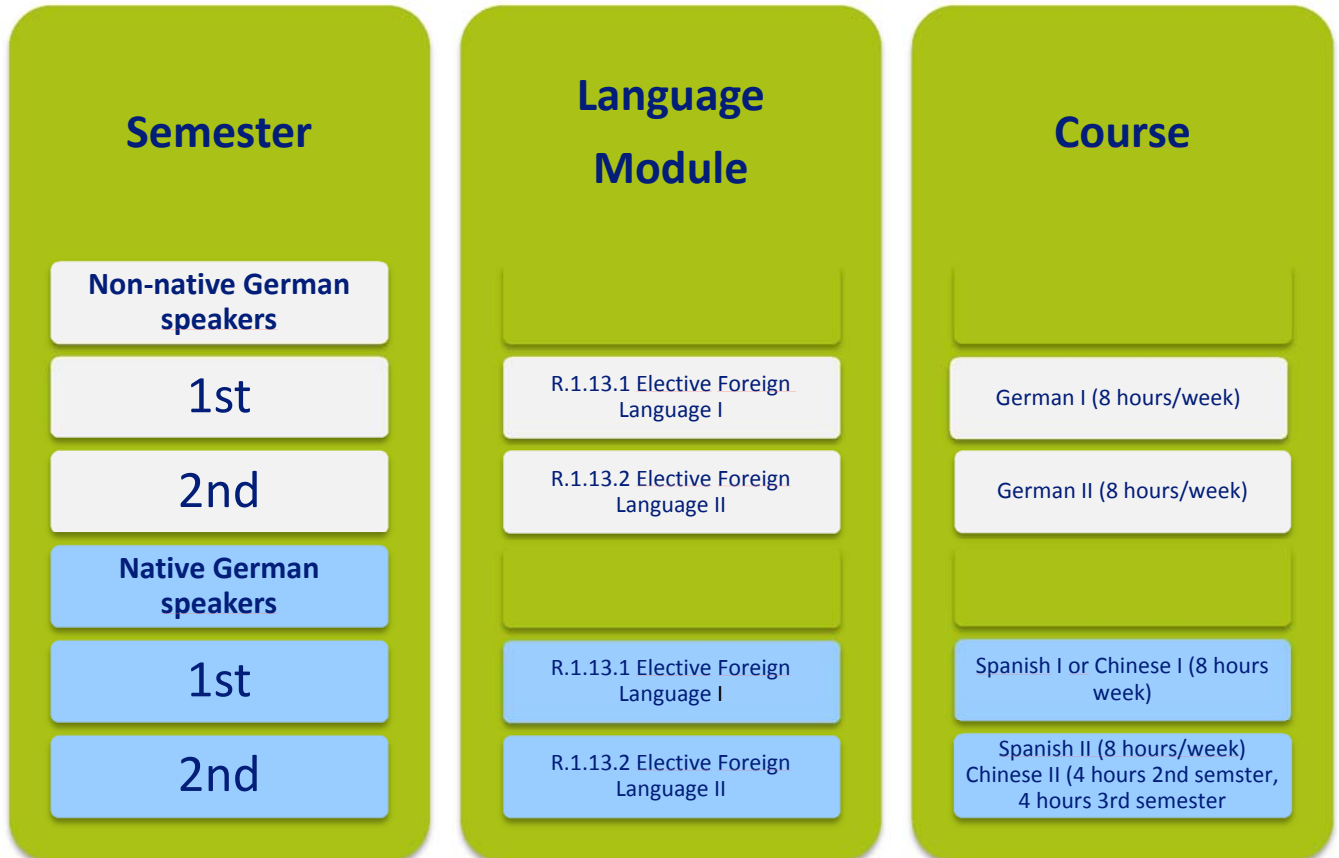
Objective:

The students apply management methods independently at their own responsibility.

Content:

During the advanced internship the students work in a professional environment solving different business challenges independently and at their own risk which comply with their future working tasks as a "Bachelor" within the international retail market.

5. Foreign Language Concept



*

The language requirements are depending on the students` language background.

Objectives:

German & Spanish Level B2

Chinese Level B1

6. Module Description

First Section (1. – 3. Semester)

1.1 Principles of Retail Management

No.	1.1							
Module	Principles of Retail Management							
Lecturer	Thomas Vogler / Jens Potten							
Kind of module	Compulsory module							
Workload/ Offered	6 SWS/ 7 ECTS / weekly lecture/ winter term							
Parts of the module	Principles of Retail Management							
Language	English							
Content	<ul style="list-style-type: none"> - An introduction to management <ul style="list-style-type: none"> o The international context of business o Business Ethics - Principles of management <ul style="list-style-type: none"> o Corporate strategy and planning o Strategic Management o Fundamentals of organizing o Leadership and human resource management - Principles of marketing and sales management <ul style="list-style-type: none"> o Marketing concepts o Product and marketing process o Pricing and distribution o Communication - Financial issues and controlling <ul style="list-style-type: none"> o Accounting and financial management o Information management o Risk management - Operation management <ul style="list-style-type: none"> o Purchasing o Production <p>Case studies, practical exercises to develop business skills</p>							
Objective	<p>The students have reached skills in essential elements of business organisation, marketing, production, finance, risk and human resource management. Moreover, the students know to handle different case studies of globally known organisations.</p> <p>The students have a solid foundation of the core topics and functions of business administration and retail management.</p>							
Learning methods	lecture							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	6	7	70h		105 h	175 h	

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Course evaluation	written exam 120 min.
Weighting for the composition of the final grade	3 %
Further information	
Recommended literature	Better Business 1/E, Poatsy & Martin, 2010, ISBN-10: 0132251213 ISBN-13: 9780132251211 Business Essentials 7/E, Ebert & Griffin, 2009, ISBN-10: 0136070760 ISBN-13: 9780136070764 Retail Management: A Strategic Approach, 11/E, Barry Berman & Joel R Evans, ISBN-10: 0136087582, ISBN-13: 9780136087588

1.2 Principles of Economics

No.	1.2							
Module	Principles of Economics							
Lecturer	Prof. Dr. Monika Ruschinski							
Kind of module	Compulsory module							
Workload/Offered	4 SWS/ 5 ECTS/ weekly lecture/winter term							
Parts of the module	Principles of Economics							
Language	English							
Content	<ul style="list-style-type: none"> - how people make decisions - how markets work - markets and welfare - the economics of the public sector - the data of macroeconomics - international flow of goods and capital 							
Objective	<p>The students are familiar with the fundamental principles of economics. Students are able to apply economic theories and tools to solve actual economic problems. As a result, students know:</p> <ul style="list-style-type: none"> - what determines demand and supply for a consumer good in a competitive market - the meaning of the elasticity of demand and supply and the effects of government policies - the concepts of welfare economics, market efficiency and market failures - the defining characteristics of public goods and common resources and why private markets fail to provide public goods - why trade among people or nations can be good for everyone - how gross domestic product (GDP) is defined and calculated - the factors that determine a country's productivity - how to build a model to explain an open economy's trade balance and exchange rate 							
Learning methods	Lecture with exercise							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5	46 h		79 h	125 h	
Course evaluation	written exam 90 min.							
Weighting for the composition of the final grade	3 %							
Further information								
Recommended literature	<p>Mankiw, N. G. (2008), Principles of Economics, South Western.</p> <p>Mankiw, N. G. and Taylor, M. P. (2008), Economics, South Western.</p>							

1.3 Quantitative Methods

No.	1.3							
Module	Quantitative Methods							
Lecturer	1.3.1 Marijke Klüsters 1.3.2 Prof. Dr. Mandy Habermann							
Kind of module	Compulsory module							
Workload/Offered	weekly lecture/ 6 ECTS, winter term							
Parts of the module	1.3.1 Math (2 SWS) 1.3.2 Statistic (3 SWS)							
Language	English							
Content								
1.3.1 Math	<ul style="list-style-type: none"> - graphs and functions - linear equations - quadratic equations - differential calculus - integral calculus - financial mathematics 							
1.3.2 Statistic	<p>Basics of descriptive statistic like</p> <ul style="list-style-type: none"> o types of data o types of measurement scales o frequency distributions <p>Numerical methods of describing and analysing data</p> <ul style="list-style-type: none"> o central tendency (mode, median, mean, harmonic & geometric mean) o measures of dispersion (range, variance, standard deviation) o correlation analysis o indices o analysis of time series o regression analysis 							
Objective	<p>The students are familiar with basic mathematics for economists. They know mathematical techniques relevant for business administration and are able to apply these techniques in specific business cases.</p> <p>The students are familiar with descriptive statistics and fundamentals of multivariate analysis. Students will know about different types of data, how they are collected, and displayed as well as applied and evaluated by using different statistical methods</p>							
Learning methods	Lecture with exercise							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	5	6	46 h		104 h	150 h	
Course evaluation	written exam 120 min.							
Weighting for the composition of the final grade	3 %							
Further information								

Recommended literature	<p>for 1.3.1: Rosser, M., 2003, <i>Basic Mathematics for Economists</i>, 2nd edn., Routledge. Sydsaeter, K., Hammond, P., 2008, <i>Essential Mathematics for Economic Analysis</i>, Prentice Hall. Swift, L., Sally P., 2005, <i>Quantitative Methods for business, management and finance</i>, 2nd edn, Palgrave Macmillan</p> <p>for 1.3.2: Swift, L., Sally P., 2005, <i>Quantitative Methods for business, management and finance</i>, 2nd edn, Palgrave Macmillan, ISBN: 1403935289</p>
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1.4 Management Information Systems

No.	1.4.
Module	Management Information Systems
Lecturer	Dr. Gregor Zellner Nina Kesicka (practical part)
Kind of module	Compulsory module
Workload/ Offered	4 SWS/ 5 ECTS/ (for 1.4.1 and 1.4.2) weekly lecture/blocked lecture/summer term
Parts of the module	1.4.1 Management Information Systems 1.4.2 Management Information Systems practical part
Language	English
Content	<p>Part I:</p> <ul style="list-style-type: none"> - Information processing in retail companies - Fundamental soft- and hardware - Basics of application systems in retail companies - Office automation - Exercises: "Data processing", "Spread sheet Analysis", "Presentation Software", "Other Office Software", "Internet" <p>Part II:</p> <ul style="list-style-type: none"> • Telecommunications, the Internet and Wireless Technology • Securing Information Systems • Enterprise Systems, Supply Chain Management Systems, Customer Relationship Management Systems • E-Commerce: Digital Markets, Digital Goods <p>Hands-on Practice:</p> <ul style="list-style-type: none"> • Office Applications • Word Processing • Spreadsheet Software • Presentation Software
Objective	<p>Students are able to</p> <ul style="list-style-type: none"> - specify the importance of information systems within an economic context, especially the application and benefits of information systems in the operational practice of retail companies, - describe the fundamentals of hard- and software systems, - assess the fundamentals of essential application software critically. <p>Students know</p> <ul style="list-style-type: none"> - why telecommunications and networks are vital to the majority of businesses today, - of the need for securing information systems, - of enterprise systems, supply chain management systems, and customer relationship management systems.

<p>Students are familiar with</p> <ul style="list-style-type: none"> - the use of the Internet and the World Wide Web for electronic commerce and business, - solving small business scenarios and presenting their results. <p>During the exercises, the students work with an interactive learning programme. After completing the designated tutorials and solving the respective exercises, the students</p> <ul style="list-style-type: none"> - understand the basic functionality of word processing - spreadsheet analysis - presentation and - other office software as well as - Internet services. <p>They are able to solve assignments from the operational practice.</p>							
Learning methods	Weekly lecture with exercises and web based training Hands-on-Training						
Prerequisite for attendance	-course assessment of 1.4.2 for written exam of 1.4.1						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h	25h	54h	125 h
Course evaluation	Course assessment (1.4.2) ,written exam 90 min. (1.4.1)						
Weighting for the composition of the final grade	3 % (for 1.4)						
Further information	Partial use of Web-based-training						
Recommended literature	<p>Laudon, K. C. and Laudon, J.P., 2012, <i>Management Information Systems – Managing the digital firm</i>, 12th ed., Pearson Educational Ltd., ISBN: 987-0-27-375453-4.</p> <p>Khosrow-Pour, 2006, <i>Cases on Electronic Commerce Technologies and Applications</i>, ISBN: 1-59904-402-1.</p>						

1.5 Business Law

No.	1.5						
Module	Business Law						
Lecturer	Isabell Gabl / Bianca Frueholz						
Kind of module	Compulsory module						
Workload/Offered	4 SWS / 5 ECTS Blocked lecture / summer term						
Parts of the module							
Language	English						
Content	<ul style="list-style-type: none"> - Source and principle of law - Sale and purchase conditions - Dispute resolution - Incorporation of a business - Basics of Sales rights and anti trust rules - Liability of executives, BJR with regard to M & A, due diligence 						
Objective	The students are familiar with legal bearing of business. They know which points have to be considered when drafting a contract or founding a company. They have a basic knowledge how a legal dispute works.						
Learning methods	Lecture with exercise						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h		79 h	125 h
Course evaluation	written exam 90 min.						
Weighting for the composition of the final grade	3 %						
Further information							
Recommended literature	Gamble, R., Du Plessis, J.J., Neal, L., 2008, <i>Principles of Business Law</i> , Lawbook Co., ISBN: 9780455224992						

1.6 International Retail Marketing

No.	1.6						
Module	International Retail Marketing						
Lecturer	Dr. Alexander Frech						
Kind of module	Compulsory module						
Workload/ Offered	4 SWS/ 5 ECTS/ Blocked lecture / summer term						
Parts of the module							
Language	English						
Content	<ul style="list-style-type: none"> - introduction to marketing and its evolution - developing marketing strategies and plans - gathering information and scanning the environment - market research and demand forecasting - Creating customer value, satisfaction and loyalty - analysing consumer markets/business markets - identifying market segments and targets - brand building, equity - promotions/pricing - STPD - new product development and its management – product life cycle - marketing mix 						
Objective	Students know the marketing basics and its relevance to an organization. Students can apply marketing principles and have practical understanding of marketing and its importance in the environment of business.						
Learning methods	Weekly Lecture/ Discussion/ Case studies						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time	WBT	total	
	le	4	5	46h		79 h	125 h
Course evaluation	Written exam 90 min.						
Weighting for the composition of the final grade	3 %						
Further information							
Recommended literature	Marketing Management, Philip Kotler Basic Marketing, Retail Management, Berman & Evans Case studies, articles and slides available on the intranet						

1.7 International Accounting and Taxation

No.	1.7							
Module	International Accounting and Taxation							
Lecturer	Prof. Dr. Thomas Vogler / Alexander Reiter							
Kind of module	Compulsory module							
Workload/Offered	4 SWS International Accounting, 2 SWS Taxation/ 7 ECTS/ weekly lecture/ winter term							
Parts of the module	1.7.1 International Accounting 1.7.2 International Taxation							
Language	English							
Content								
1.7.1 International Accounting	<ul style="list-style-type: none"> - Principles of Bookkeeping - Basics of IAS-Accounting - Accounting of Assets - Accounting of liabilities - Calculating of equity - Profit and Loss Accounting - Basics of balance-sheet-analysis 							
1.7.2 Taxation	<p>International income taxation principles</p> <ul style="list-style-type: none"> - Taxation due to residency - Taxation at the income source - Taxation of corporations and their shareholders - Taxation of business income, rental income, interest, dividends, licenses and employee income <p>Avoidance of double taxation by cross border transactions VAT system within the European Union</p>							
Objective	<p>The students are familiar with international accepted rules of accounting. They understand the structure and content of a balance sheet. They are also familiar with the International Accounting Standards and know how to apply them in bookkeeping and accounting.</p> <p>Students know the general international income tax principles, in particular where a person or corporation is taxed and how a potential double taxation is avoided. Additionally, the students become familiar with the VAT system within the European Union.</p>							
Learning methods	Lecture with exercise							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	6	7	105 h		70 h	175 h	
Course evaluation	written exam 120 min.							
Weighting for the composition of the final grade	3 %							
Further information	<p>1.7.1 International Accounting: 1st semester 4 SWS</p> <p>1.7.2 International Taxation: 1st semester 2 SWS</p>							
Recommended literature	<p>Carey, Knowles & Towers-Clark: Accounting - A Smart Approach, Oxford University Press, 2011</p> <p>Horngren, C.T., Harrison, W. T., Smith Bamber, L., 2005, <i>Accounting</i>, 6th edn., Prentice Hall, ISBN: 0131435965</p> <p>Retail Management: A strategic approach, (9th edition Berman and Evans)<i>Accounting</i>, 6th edn., Prentice Hall, ISBN: 0131435965</p>							

1.8 International Retail Costing

No.	1.8							
Module	International Retail Costing							
Lecturer	Oliver Specht							
Kind of module	Compulsory module							
Workload/Offered	4 SWS/ 5 ECTS/ weekly lecture/ winter term							
Parts of the module	International Retail Costing							
Language	English							
Content	<p>Background and systems of costs- and activity accounting Cost accounting tools (cost elements, cost centers, product cost accounting) Cost ownership (direct and indirect cost allocation) Planning and budgeting within the controlling processes First steps of cost management (KPIs, Benchmarking, cost calculation) Decision support and cost management with activity based costing</p>							
Objective	<p>The students are familiar with the cost and activity accounting. They know the instruments of cost accounting like cost elements, cost centers and product cost accounting. The students can use the cost accounting instruments for management decision support purposes and are familiar with the opportunities and limits. The students know the relevant cost elements of retail business and know how to influence the costs within the controlling cycle: planning, analysis and recommendation. They can use the tools of cost accounting in the day-to-day retail business.</p>							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5	46 h		79 h	125 h	
Course evaluation	written exam 90 min.							
Weighting for the composition of the final grade	3 %							
Further information								
Recommended literature	<p>Horngren, C.T., Bhimani, A., Datar, S.M., 2012, <i>Cost Accounting: a managerial emphasis</i>, 14th ed., Prentice Hall, ISBN: 0273687514, Drury, C., 2008, <i>Management and Cost Accounting</i>, 7th ed., Cengage Learning Business Press, ISBN: 1844805662 Berman, B. and Evans, J. R., 2009, <i>Retail Management: A strategic approach</i>, 11th ed., Prentice Hall, ISBN: 0136087582 Blocher, E.J., Stout, D.E., Cokins, G., 2010, <i>Cost Management: A strategic emphasis</i>, 5th ed., McGraw Hill, ISBN: 9780071267489</p>							

1.9 International Finance Management

No.	1.9						
Module	International Finance Management						
Lecturer	Prof. Dr. Torsten Graap						
Kind of module	Compulsory module						
Workload/Offered	4SWS/ 5 ECTS/ weekly lecture/ winter term						
Parts of the module	International Finance Management						
Language	English						
Content	<ul style="list-style-type: none"> - Basics of finance and investment - The challenge of a sustainable management - Optimizing capital structure decisions by integrating the leverage-effect - Basics of financial indices to manage a company - Static and dynamic investment methods - Methods of measuring investment qualities - Overview of basic finance types 						
Objective	<p>The students</p> <ul style="list-style-type: none"> - know the fundamental basics in finance and investment, - understand the elements of managing in a sustainable way, - are able to recognize the significance of the leverage-effect, - have the ability to estimate and discuss the importance of financial indices, - have the competence in using different investment methods and - can distinguish and apply current types of financing. 						
Learning methods	Lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h		79 h	125 h
Course evaluation	written exam 90 min.						
Weighting for the composition of the final grade	3 %						
Further information							
Recommended literature	<p>Röhrich, Martina: Fundamentals of Investment Appraisal, Munich 2007. Madura, Jeff: International Financial Management, South-Western Pub. 2008. Eakins, Stanley G.: Finance. Investments, Institutions, Management, 2. Ed., Boston 2005.</p>						

1.10 Operative Management and Organization

No.	1.10						
Module	Operative Management and Organization						
Lecturer	Dr. Phil. Can Ali Calhan						
Kind of module	Compulsory module						
Workload/Offered	4 SWS/ 5 ECTS/ weekly lecture/ winter term						
Parts of the module	Operative Management and Organization						
Language	English						
Content	<ul style="list-style-type: none"> - Defining the manager's terrain - Managing in retail business - Planning - Organizing - Leading - Controlling - Managing operations 						
Objective:	<p>Throughout the course, students should be able to:</p> <ul style="list-style-type: none"> -Develop the sense of management, managing, and organization -Understand the importance of Operative Management und Organisation by discussing their fundamental theoretical functions in connection with dynamic (social, economic, technological, political, and competitive) external environment -Develop the awareness of efficiency and effectiveness of operations management in retail industry -Implement the principles of managing operations when running an organisation in their working-life 						
Learning methods	Within the frame of an interactive lecture (on the basis of PowerPoint slides) group based discussions (involving case studies out of the book and current business-news) is expected						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h		79 h	125 h
Course evaluation	written exam 90 min.						
Weighting for the composition of the final grade	2 %						
Further information							
Recommended literature	Stephen P Robbins & Mary Coulter 2014, <i>Management</i> , 12 th Edition, Global Edition, Pearson ISBN-13: 9780273787020						

1.11 Human Resource Management and CSR

No.	1.11							
Module	Human Resource Management and CSR							
Lecturer	Prof. Dr. Georg Stephan Barfuß Prof. Dr. Claudia Lieske							
Kind of module	Compulsory module							
Workload/Offered	4SWS/ 5 ECTS/ weekly lecture/ winter term							
Parts of the module	Human Resource Management and CSR							
Language	English							
Content	<p>Content CSR:</p> <ul style="list-style-type: none"> - Business ethics and social responsibility as a critical part of human resource and organization management <p>Content Human Resource Management:</p> <ul style="list-style-type: none"> - Basics in HR Management + Strategic HR Management and leadership - Functions and tasks within HR Management like staffing, development and performance management 							
Objective	<p>Students understand the meaning of business ethics and corporate responsibility as part of human resource and organization management. Students can handle the strategic context and the moral implications of their decisions. Business is permanent changing, so students know how to (re)organize a firm and to gain a competitive advantage according to the business ethics and CSR. Students can apply the human resource management tools. Students understand the strategic function in a practical, realistic manner yet maintains a balance of pragmatism and theoretical concepts. Students are familiar with the dynamic and exciting environment of human resource.</p>							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5	46 h		79 h	125 h	
Course evaluation	written exam 90 min.							
Weighting for the composition of the final grade	3 %							
Further information								
Recommended literature	<p>Berman, B. R., Evans, J. R., 2013, Retail Management: A Strategic Approach, 12/E, Pearson Prentice Hall, ISBN-13: 9780273767562</p> <p>Dessler, G., 2014, Human Resource Management, 14/E, Pearson, ISBN-13: 9780133545173</p> <p>Wicks, A.C., Freeman, R.E., Werhane, P.H., Martin, K.E., 2010, Business Ethics, 1/E, Prentice Hall, ISBN-13: 9780131427921</p>							

1.12 Culture and Projects

No.	1.12							
Module	Culture and Projects							
Lecturer	1.12.1 Global Culture Introduction: Prof. Dr. Marc Knoppe, Josephine Kern 1.12.2 Project Management: Prof. Dr. Natarajan Chandrasekhar							
Kind of module	Compulsory module							
Workload/Offered	2 SWS Global Culture Introduction winter term 4 SWS Project Management / 4 ECTS/ weekly lecture/ summer term							
Parts of the module	1.12.1 Global Culture Introduction (1 st semester) 1.12.2 Project Management (2 nd semester)							
Language	English							
Content								
1.12.1 Global Culture Introduction	<ul style="list-style-type: none"> - first approach to international retailing - Cultural and leadership - Negotiations and alliances - Cultural change and Cultural synergy - Managing diversity in the global culture - Gender status in global business - Doing business with people from different cultural background and look at different continents - intercultural best practice project analysing different retail brands in a real-life situation 							
1.12.2 Project Management	<ul style="list-style-type: none"> - project planning and organizing - resource allocation - project tools and project process - project group dynamics 							
Objective	Students know to organize and manage a project. Students are prepared to handle specific assignments/projects at work. They are able work in an international team.							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	6	4	70 h		30 h	100 h	
Course evaluation	1.12.1 documented presence 1.12.2 semester paper with presentation/ weighting 60/40							
Weighting for the composition of the final grade	2 %							
Further information	1.12.1. Global Culture Introduction: 1 st semester 2 SWS 1.12.2. Project Management: 3 rd semester 4 SWS							
Recommended literature	Pinot, J.K., 2010, Project Management, Achieving Competitive Advantage, 2/E, Prentice Hall							

1.13 Languages

No.	1.13							
Module	Languages							
Lecturer	Jing Chen (Chinesisch)							
Kind of Module	Compulsory module							
Workload/Offered	16 SWS/14 ECTS/ 1.13.1 winter term, 1.13.2 4 SWS summer term, 1.13.2 4 SWS winter term							
Language	Chinese (A 2)							
Parts of the module	1.13.1 Elective Foreign Language I 1.13.2 Elective Foreign Language II							
Content								
1.13.1	Introduction to the Chinese language: Pinyin (Chinese phonetic writing system) and Hanzi (Chinese characters). Acquisition of most fundamental language concepts allowing students to communicate in every day situations. Case studies to gain an understanding of certain aspects of Chinese business culture							
1.13.2	Improvement of vocabulary and grammar and communication Deeper examination of Chinese culture and society							
Objective	<p>1.13.1. The students understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. They know to introduce themselves and others, ask and answer questions about personal details and interact in a simple way.</p> <p>1.13.2. The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They get familiar with cultural differences and intercultural aspects</p>							
Learning methods	lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	16	14	184 h		166h	350 h	
Course evaluation	1.13.1 written exam 90 min. 1.13.2 oral exam 30 min.							
Weighting for the composition of the final grade	3 % for 1.13.1 3 % for 1.13.2							
Further information	1.13.1 Elective Foreign Language I (wt), 1 st semester selected language: part I + II 8 SWS (written exam at the end of 1 st semester) 1.13.2 Elective Foreign Language II (st) 2 nd semester selected language: part III + IV 8 SWS (oral exam at the end of 2 nd semester)							
Recommended literature	Das neue praktische Chinesisch Buch 1 und 2, Verlag Chinabooks E. Wolf; Auflage 1., Aufl.							

No.	1.13						
Module	Languages						
Lecturer	1.13.1 Robert Mattis (A1), Michaela Hintze/Orsolya Fuchs (B 1) 1.13.2 Robert Mattis (A2), Nina Kreher/NN (B2)						
Kind of Module	Compulsory module						
Offered	16 SWS/14 ECTS/ 1.13.1 winter term, 1.13.2 summer term						
Language	German (A2/B1)						
Parts of the module	1.13.1 Elective Foreign Language I 1.13.2 Elective Foreign Language II						
Content							
1.13.1	Basic everyday, business and retail situations, Grammar points: present tense, accusative and dative cases, prepositions, etc.						
1.13.2	Further everyday, business and retail situations, Grammar points: perfect and simple past tenses, adjective declination, adverbs, etc.						
Objective	<p>1.13.1. The students understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. They know to introduce themselves and others, ask and answer questions about personal details and interact in a simple way.</p> <p>1.13.2. The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They learn to communicate in simple and routine tasks and to describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need.</p>						
Learning methods	lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	16	14	184 h		166h	350 h
Course evaluation	1.13.1 written exam 90 min. 1.13.2 oral exam 30 min.						
Weighting for the composition of the final grade	3 % for 1.13.1 3 % for 1.13.2						
Further information	<p>1.13.1 Elective Foreign Language I (wt), 1st semester selected language: part I + II 8 SWS (written exam at the end of 1st semester)</p> <p>1.13.2 Elective Foreign Language II (st) 2nd semester selected language: part III + IV 8 SWS (oral exam at the end of 2nd semester)</p>						
Recommended literature	Alltag,.Beruf & Co. 1 + 2,						

No.	1.13						
Module	Languages						
Lecturer	Krishna Arteaga Yolanda Gabas						
Kind of Module	Compulsory module						
Workload/Offered	16 SWS/14 ECTS 1.13.1 winter term, 1.13.2 summer term						
Language	Spanish						
Parts of the module	1.13.1 Elective Foreign Language I 1.13.2 Elective Foreign Language II						
Content							
1.13.1	Acquisition of most fundamental language concepts allowing students to communicate in every day situations. Verbs "gustar", "estar", "tener", "ser" and use of "hay", Simple Present, Present Progressive, Past Perfect, going-to-future						
1.13.2	Improvement of vocabulary, grammar and communication Imperative, Simple Past, Past Progressive, Future simple listening, reading, presentation and negotiation skills						
Objective							
	1.13.1. The students understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. They know to introduce themselves and others, ask and answer questions about personal details and interact in a simple way. 1.13.2. The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They learn to communicate in simple and routine tasks and to describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need.						
Learning methods	lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	16	14	184 h		166h	350 h
Course evaluation	1.13.1 written exam 90 min. 1.13.2 oral exam 30 min.						
Weighting for the composition of the final grade	3 % for 1.13.1 3 % for 1.13.2						
Further information	1.13.1 Elective Foreign Language I (wt), 1 st semester selected language: part I + II 8 SWS (written exam at the end of 1 st semester) 1.13.2 Elective Foreign Language II (st) 2 nd semester selected language: part III + IV 8 SWS (oral exam at the end of 2 nd semester)						
Recommended literature	Nuevo Avance A1. Verlag: Sociedad Espanola librería. ISBN: 9788497785280 Ua. Ecos, Spotlight Verlag www.cervantes.es						

Second Section (4. - 7. Semester)

2.1 Strategic Retail Management

No.	2.1							
Module	Strategic Retail Management							
Lecturer	Jens Potten							
Kind of Module	Compulsory Module							
Workload/Offered	4 SWS/ 5 ECTS summer term							
Language	English							
Content	<ul style="list-style-type: none"> - Strategic Thinking - Strategic Planning Process - Strategic Concepts (Porter`s Value Chain, Competitive Advantages ...) - Strategic Tools and Instruments (SWOT Analysis, 5-Forces, ...) - Portfolio-Models - Leadership 							
Objective	<p>Students know to apply the most important concepts and tools of Strategic Retail Management. The students understand the philosophy of strategic thinking and are familiar using strategic planning. They apply different strategic tools to solve problems and plan. The students can handle the interfaces between strategic and operative management.</p>							
Teaching style	Weekly lecture/ Case Studies							
Prerequisites	63 credits							
Usability of the module for this or for other study programmes								
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	6	7	70h		105h	175h	
Course evaluation	Oral exam 15 min.							
Weighting for the composition of the final grade	3							
Further information								
Recommended literature	<p>David, F.R., 2011, Strategic Management – Concepts and Cases, 13th E, Prentice Hall, ISBN: 013703499-7</p> <p>Zentes, J., Morschett, D., Schramm-Klein, H., 2007, Strategic Retail Management, Gabler Verlag</p> <p>Berman, B., Evans, J.R., 2007, <i>Retail Management – a Strategic Approach</i>, 10th edn., Prentice Hall, ISBN: 0131870165</p>							

2.2 Globalization in Retail

No.	2.2						
Module	Globalization in Retail						
Lecturer	Anna Schleicher (management fundamentals) Amanda Ratcliffe Lars Winkler						
Kind of Module	Compulsory Module						
Workload/Offered	6 SWS/ 7 ECTS winter term						
Language	English						
Content	Part management fundamentals - Development, relevance & dimensions of internationalization in retail business - Strategies and instruments - Prospects and risks - Case studies						
Objective	Students know how to experience and deal theoretically and practically with various factors which impact the process of retailers' internationalizing /globalizing and measures which could be adopted to handle the same. Students are better equipped to deal with the situation and process of internationalization/globalization.						
Teaching style	Weekly lecture/ Blocked lecture/ Case Studies						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	6	7	70h		105h	175h
Course evaluation	written exam 120 min.						
Weighting for the composition of the final grade	4 %						
Further information							
Recommended literature	Part management fundamentals: International Business: The New Realities 2/E, S. Tamer Cavusgil, Gary Knight, John Riesenberger, 2014 International Business 13/E, John Daniels , Lee Radebaugh, Daniel Sullivan, 2015						

2.3 Brand & Communication Management

No.	2.3						
Module	Brand & Communication Management						
Lecturer	Prof. Dr. Oliver Hackl / Bernd Reuter /Boris Schmelter						
Kind of module	Compulsory module						
Workload/ Offered	4 SWS/ 5 ECTS/ summer term						
Parts of the module	2.2.1 Brand- and Communication Management						
Language	English						
Content	<ul style="list-style-type: none"> - brands and brand management - planning and implementing brand marketing and communication programmes - integrated communication and brand building 						
Objective	<p>The students know the importance of branding and communication, what they represent to consumers and stakeholders, and what should be done by firms to manage them properly. Students know the different meaning and content of branding and communication. The students are familiar with essential elements of branding and communication. Case studies and best practice will illustrate the linkage between branding and communication and students know to operate in practice.</p>						
Learning methods	Weekly lecture / Case studies						
Prerequisite for attendance	63 credits						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time	WBT		total
	le	4	5	46h		104h	150h
Course evaluation	Written examination 90 min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	<p>Keller, K., 2008, Strategic Brand Management, 3/E, Prentice Hall, ISBN: 0131888595 Dahlen, M., Lange, F., Smith, T., 2009, <i>Marketing Communications – a Brand Narrative Approach</i>, John Wiley & Sons, ISBN: 0470319925</p>						

2.4 Sourcing, Range & Service Management

No.	2.4						
Module	Sourcing, Range & Service Management						
Lecturer	Dr. Carsten Ungrade						
Kind of Module	Compulsory Module						
Workload/Offered	4 SWS/ 5 ECTS winter term						
Language	English						
Content	<ul style="list-style-type: none"> - range management - service management - sourcing strategies - sourcing systems - case studies 						
Objective	<p>Students know the interfaces of range, service and sourcing management. Business is permanent changing, so students are able to adapt the RSPM system.</p> <p>Students know how to maximize a firm's potential through identifying RSPM potential along the value chain. Students understand the dynamics of RSPM and are able to fall complex decisions that all managers have to fall managing their RSPM. Students know to manage sourcing markets strategically.</p>						
Teaching style	Weekly lecture						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46h		79h	125h
Course evaluation	written exam 90min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	<p>Retail Management: A Strategic Approach, 11/E, Barry Berman & Joel R Evans, ISBN-10: 0136087582, ISBN-13: 9780136087588</p> <p>Retailing: Environment & Operations, Newman & Cullen, London 2002, ISBN: 978-1-86152-533-8</p>						

2.5 Retail Logistics & Supply Chain Management

No.	2.5						
Module	Retail Logistics & Supply Chain Management						
Lecturer	Dr. Michael Sternbeck						
Kind of Module	Compulsory Module						
Workload/Offered	4 SWS/ 5 ECTS winter term						
Language	English						
Content	<ul style="list-style-type: none"> - Basic knowledge of logistics, especially retail logistics - Design principles of logistics operations - Strategic network design - Strategic potential of logistics by process design and responsiveness - Warehousing, transportation and in-store logistics – Layouts and flows - Mid-term retail logistics planning - Lead time management - Inventory management - Capacity planning and control 						
Objective	<p>The students are familiar with concepts, methods, retail specific challenges and best practices of retail logistics. The students are able to design and evaluate network structures, understand the workflow and the information flows in retail supply chains. They are able to understand the opportunities as a result of effective and efficient retail logistics operations. Although the clear focus is set on retail logistics the students know logistics management issues for manufacturer as well since the understanding of operations management of manufacturing companies is of great importance when applying a comprehensive supply chain perspective.</p>						
Teaching style	Blocked lecture						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46h		79h	125h
Course evaluation	written exam 90min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	<p>Chopra, Sunil; Meindl, Peter (2013): Supply Chain Management. Strategy, Planning, and Operation. 5th global ed. Boston: Pearson.</p> <p>Christopher, Martin (2011): Logistics & supply chain management. 4. ed. Harlow: Financial Times Prentice Hall.</p> <p>Fernie, John; Sparks, Leigh (Hg.) (2014): Logistics and Retail Management. Emerging Issues and New Challenges in the Retail Supply Chain. 4th ed. London: Kogan Page.</p> <p>Slack, Nigel; Brandon-Jones, Alistair; Johnston, Robert (2013): Operations management. 7th edition. Harlow, England: Pearson.</p> <p>Further selected papers - mentioned in the course</p>						

2.6 E-Commerce Business in Retail

No.	2.6						
Module	E-Commerce Business in Retail						
Lecturer	Prof. Dr. Lars Fend						
Kind of module	Compulsory module						
Workload/ Offered	4 SWS/ 5 ECTS/summer term						
Parts of the module							
Language	English						
Content	<ul style="list-style-type: none"> - E-Commerce and Mail Order Business fundamentals - E-Commerce infrastructure - E-Commerce environment - E-Commerce strategy - E-Commerce marketing - Best Practices 						
Objective	<p>Students have knowledge about the current state of E-Commerce and Mail Order Business. The students understand the philosophy, main technologies, and the successful implementation of E-Commerce strategies in a national and global context. The students can apply different E-Commerce and Mail Order Business tools and they can develop new E-commerce strategies.</p>						
Learning methods	Weekly lecture with group activities						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time	WBT		total
	le	4	5	46h		104h	150h
Course evaluation	Written examination 90 min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	Chaffey, D., 2009, <i>E-Business and E-Commerce Management: Strategy, Implementation and Practice</i> , 4 th edn., Financial Times Prentice Hall, ISBN: 0273719602						

2.7 International Projects

No.	2.7						
Module	International Projects						
Lecturer	Prof. Dr. Thomas Vogler						
Kind of Module	Compulsory Module						
Workload/Offered	6 SWS/ 8 ECTS summer term						
Language	English						
Content	The topics for the projects will be given from our practical partners, so that the students will have to work on actual problems.						
Objective	The students are able to apply techniques and tools they have learned in international real-life projects.						
Teaching style	Weekly lecture						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	6	8	69h		131h	200h
Course evaluation	Seminar paper with presentation						
Weighting for the composition of the final grade	4%						
Further information	Limited to 15-20 students						
Recommended literature	References depend upon the topic of the projects and will be provided in class/ can be found on the intranet.						

2.8 Retail Controlling

No.	2.8						
Module	Retail Controlling						
Lecturer	Prof. Dr. Thomas Vogler						
Kind of module	Compulsory module						
Workload/ Offered	4 SWS/ 5 ECTS/ summer term						
Parts of the module							
Language	English						
Content	<ul style="list-style-type: none"> - Specifics of retail companies - Retail controlling vs. industrial controlling - Controlling concepts for retailers - Balanced Scorecard in retail companies - Database of retail controlling - Data Warehouse - OLTP, OLAP and Data-Mining - Management Information Systems and Enterprise Resource Planning - Planning and Budgeting 						
Objective	<p>The students know the basics of the organization of retail companies. Due to these prerequisites they are able to develop a specific controlling concept for retail companies. They are also able to adapt a balanced scorecard for retail companies. They know about the database for controlling in retail companies and are able to describe a Data Warehouse. They do also know about the difference between OLAP, OLTP and Data Mining and know the basics of planning and budgeting in companies.</p>						
Learning methods	Weekly lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time	WBT		Total
	le	4	5	46h		104h	150h
Course evaluation	Written examination 90 min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	Berman, B. and Evans, J. R., 2009, <i>Retail Management: A strategic approach</i> , 11 th ed., Prentice Hall, ISBN: 0136087582						

2.9 International Sales, Multi-Channel & Price Management

No.	2.9						
Module	International Sales, Multi Channel & Price Management						
Lecturer	Prof. Dr. Marc Knoppe						
Kind of Module	Compulsory Module						
Workload/Offered	4 SWS/ 5 ECTS winter term						
Language	English						
Content	<p>International Sales</p> <ul style="list-style-type: none"> - Managing the sales forecasting process - Sales forecasting performance measurement - Benchmarking in sales <p>Multi-Channel Management</p> <ul style="list-style-type: none"> - Sales channels - Cross channel management - Sales & Leadership <p>Price Management</p> <ul style="list-style-type: none"> - Setting of initial prices - Modification of existing prices - Developing a price structure - Pricing systems - Pricing strategies <p>Strategic requirements as Multi-Channel success factors</p> <p>Case studies</p>						
Objective	Students know the different sales channels and interfaces. Students are able to organize a forecasting process and to set prices. Students are familiar with the requirements of international sales and price management. Students know to use and combine the sales channels. They can develop strategies integrating the International Sales, Multi Channel & Price Management.						
Teaching style	Weekly lecture						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46h		79h	125h
Course evaluation	Oral exam 15 min.						
Weighting for the composition of the final grade	3%						
Further information							
Recommended literature	<p>Chandler, R.M., 2011, Pricing Strategies: A Marketing Approach, Camden USA</p> <p>Berman, B., Evans, J.R., 2011 Retail Management: A Strategic Approach, 11/E, New Jersey, ISBN-10: 0136087582, ISBN-13: 9780136087588</p> <p>Mentzer, J.T., Moon, M.A., 2005, Sales Forecasting Management: A Demand Management Approach, 2/E, London</p>						

2.10 International Real Estate Management

No.	2.10						
Module	International Real Estate Management						
Lecturer	Jens Potten						
Kind of Module	Compulsory Module						
Workload/Offered	4 SWS/ 5 ECTS winter term						
Language	English						
Content	<ul style="list-style-type: none"> - description of players in the Real Estate Market and differences in countries - basics and definitions of land, construction and titles - different retail institutions- characterized by types of ownership – from independent retailer-chains- franchise-leased department-vertically integrated chain- cooperatives with their advantages and disadvantages will be discussed. - active and passive expansion, catchment area analyses, parameters for a good location, turnover estimation, business and financial model. - project development as main part of active expansion will be described in more detail. Freehold and leasehold as main legal forms for expansion will be discussed in more detail and with the respective advantages and disadvantages. - different models of turnover estimation eg. regression model will be discussed in connection with practical analyses - possibility to improve the commercial result by adding a gallery to the anchor tenant with its chances and risks will be shown. 						
Objective	<p>The students will be familiar with expressions in real estate and that some have different meanings in different countries. They know how expansion is possible – and will be able to read and work with turnover evaluations. Students will be able to find the weaknesses in such evaluations and what further questions have to be asked. They will be able to read and understand purchase and lease agreements – without having a deep legal education – and to point out crucial items that have to be covered by such agreements. They gain an understanding to use the appropriate legal form- freehold or leasehold- in different situations. We discuss an existing transfer of a retail store – incl. bank loans, due diligence, closing.</p>						
Teaching style	Weekly lecture and case studies						
Prerequisites	none						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46h		79h	125h
Course evaluation	Written examination 90 min.						
Weighting for the composition of the final grade	3%						
Further information	Guest speaker and study trip depending on special topics.						
Recommended literature	Haynes, B.P., Nunnington, N., 2010, <i>Corporate Real Estate Management</i> , EG Books, ISBN: 0728205734						

2.11 International Leadership

No.	2.11						
Module	International Leadership						
Lecturer	Prof. Dr. Thomas Vogler						
Kind of Module	Compulsory Module						
Workload/Offered	4 SWS / 7 ECTS Winter term						
Language	English						
Content							
2.11.1	<ul style="list-style-type: none"> - Leadership basics - Prerequisites of executing in companies - The 'four disciplines' 						
2.11.2	Cultural and leadership Communications and leaders Negotiations and alliances Cultural change and leadership Cultural synergy Managing transitions and relocations Managing diversity in the global culture Gender status in global business Performance at the global market place Doing business with people from different cultural background and look at different continents						
Objective	<p>The students know the methods to transfer strategy to action. They are able to apply different tools to increase the performance of departments in companies.</p> <p>The students know which prerequisites have to be given in companies / departments to make these tools work. They have trained their new tools in group works and simulations.</p> <p>Students know the key concepts associated with individual, interpersonal and group processes intra organizations and inter organization considering the dynamics of the multicultural work environments. They are able to appreciate key issues in managing people across different hierarchal and cultural backgrounds for a successful and dynamic organization.</p>						
Teaching style	Lecture						
2.11.1	4 days (9am-5pm)						
2.11.2	Weekly lecture						
Prerequisites	None						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	Total
	le	7	7	81h		94h	175h
Course evaluation	Written exam 120 min.						
Weighting for the composition of the final grade	4%						
Further information							
Recommended literature	Holliday, A., Hyde, M., Kullmann, J., 2010, <i>Intercultural Communication: an Advanced Resource Book for Students</i> , Routledge Chapman & Hall, ISBN: 0415489415 Bossidy/ Charan: Execution						

2.12 Business Simulation and Seminar

No.	2.12							
Module	Business Simulation and Seminar							
Lecturer	Prof. Dr. Marc Knoppe / Prof. Dr. Thomas Vogler							
Kind of Module	Compulsory Module							
Workload/Offered	5 SWS / 5 ECTS splitted in two parts: Business Simulation and Seminar Retail Management, winter term							
Language	English							
Content	Simulation based retail management – running a retail business <ul style="list-style-type: none"> - Managing a retail company - Developing retail strategies - Handling retail operations - Presenting the targets, plans and budgets - Organizing a management board - Presentation during a management board 							
Objective	Students know to apply their knowledge in managing a retail company. They are able to fulfil manager tasks, to fall decision and to take responsibility for their actions in retailing. Students can organize a team meeting and management board. They know the tasks of a management board member. Students show and know to apply all their skills they have learned during their retail study.							
Teaching style	Seminar							
Prerequisites	63 credits							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	Le	5	5	58h		67h	125h	
Course evaluation	Oral examination 15 min.							
Weighting for the composition of the final grade	6 %							
Further information	The module is splitted in two parts: Business Simulation (4 hours/week) and Seminar Retail Management (1 hour/week) and offered for the 7 th semester)							
Recommended literature	Manual Top Merchant II							

2.13 Electives

2.13.1 Elective I

2.13.1.1 Retail Work Experience

No.	2.13.1.1						
Module	Retail Work Experience						
Lecturer	Anna Schleicher						
Kind of module	Compulsory Elective						
Workload/ Offered	2 SWS/ 3 ECTS summer term						
Parts of the module	2.13.1 Elective I						
Language	English						
Content	<p>This term's subject: „Retailing in the field of Electromobility“</p> <ul style="list-style-type: none"> - Fundamentals of market research - Knowledge of a new emerging market - Preparation and actual research in cooperation with business partner - Actual research work and presentation 						
Objective	<ul style="list-style-type: none"> - Students are familiar with approaching a new real-life-retail subject - Students learn the fundamentals of research, defining the relevant questions to ask and show that they are able to work results-oriented within a given time frame - Students will gain deeper insight on a new emerging market - Students experience work in cooperation with business partners 						
Learning methods	Blocked lecture						
Prerequisite for attendance	63 credits completed within the 1st section						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	3	23h		67h	90h
Course evaluation	<ul style="list-style-type: none"> - Documented presence - Presentations - Practical work esp. in research project 						
Weighting for the composition of the final grade	2%						
Further information							
Recommended literature	Recommended readings as well as handout will be made available in class and/or via Moodle						

2.13.1.2 Legal and Ethical Strategic Leadership

No.	2.13.1.2						
Module	Legal and Ethical Strategic Leadership						
Lecturer	Janell Kurtz						
Kind of module	Compulsory Elective						
Workload/ Offered	2 SWS/ 3 ECTS winter term						
Parts of the module	2.13.2 Elective II						
Language	English						
Content	<p>Course topics will include strategies to building and sustaining an ethical business culture, ethical decision-making frameworks, a comparative analysis of the legal and regulatory business environment between US and Germany focusing on intellectual property protection, contracts, product liability and corruption.</p>						
Objective	<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Appraise the global legal and regulatory environment in which business operates and its impact on business decision-making. • Support ethical principles and understand the necessity of incorporating them into managerial decision-making. • Create and sustain an ethical business culture. 						
Learning methods	The teaching method is lecture with exercises. The lecture provides an overview and students can apply their skills in the exercises consisting of case studies.						
Prerequisite for attendance	63 credits completed within the 1 st section						
Usability of the module for this or for other study programmes							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	3	23h		67h	90h
Course evaluation	Seminar Paper						
Weighting for the composition of the final grade	2%						
Further information							
Recommended literature	Will be provided in class/online						

2.13.1.3 Successful Negotiations in a Global World

No.	2.13.1.3						
Module	Successful Negotiations in a Global World						
Lecturer	Prof. Dr. Mikhail Komarov						
Kind of module	Compulsory Elective						
Workload/ Offered	2 SWS/ 3 ECTS winter term						
Parts of the module	2.13.2 Elective II						
Language	English						
Content	<ul style="list-style-type: none"> - Introduction to IoT. Big Data in IoT. - Challenges and open issues in IoT. - Web 2.0, Web 3.0. Emerging Internet of Services, web of services. - Mobile applications and business opportunities. <p>Open Innovations and crowd-sourcing.</p>						
Objective	<p>The students are able:</p> <ul style="list-style-type: none"> - to apply culture specific knowledge (East-West: USA-Europe-Asia) in negotiations. - to be aware management- and leadership styles. - to apply different negotiation strategies and techniques will be explained and trained in role-plays. 						
Learning methods	Blocked						
Prerequisite for attendance	63 credits completed within the 1 st section						
Usability of the module for this or for other study programmes							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	3	23h		67h	90h
Course evaluation	presentation						
Weighting for the composition of the final grade	2%						
Further information							
Recommended literature	<ol style="list-style-type: none"> 1. Fons Trompenaars, „Handbuch Globales Managen“, Wie man kulturelle Unterschiede im Geschäftsleben versteht, Econ Verlag , 1993 1. Geert Hofstede; Lokales Denken, Globales Handeln, Interkulturelle Zusammenarbeit, Oktober 2011, Beck-Wirtschaftsberater Kishore Mahubani, „Can Asians Think“, Marshall Cavendish Editions, 2009 2. Beatrice Hecht-El Minshawi, „Interkulturelle Kompetenz“, Beltz Verlag, Weinheim und Basel, 2008 3. Yang Liu, “Ost trifft West”, Verlag Hermann Schmidt Mainz, ISBN 978-87439-733-9 4. Eigenes Material: Peter O. Hahn (im Seminar zur Verfügung gestellt) 5. Christel Kumbruck, Wibke Derboven, Interkulturelles Training, Springer, 2004 						

2.13.2 Elective II

2.13.2.1 Intercultural Business Communication

No.	2.13.2.1						
Module	Intercultural Business Communication						
Lecturer	Anja Reicherstorfer						
Kind of module	Compulsory Elective						
Workload/ Offered	2 SWS/ 3 ECTS summer term						
Parts of the module	2.13.2 Elective II						
Language	English						
Content	<ul style="list-style-type: none"> - The importance of intercultural communication - Cultural Dimensions - Intercultural Aspects in <ul style="list-style-type: none"> o Managing people o Negotiation o Presentations o Advertising - Comparing cultures, Case Studies and Role Plays 						
Objective	The students are familiar with the role of culture and cultural differences and their effects on professional interaction. Students will develop an awareness of factors leading to intercultural misunderstandings and consider methods of overcoming these problems in business communication.						
Learning methods	Blocked						
Prerequisite for attendance	63 credits completed within 1 st section						
Usability of the module for this or for other study programmes							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	3	23h		67h	90h
Course evaluation	Written examination 90 minutes						
Weighting for the composition of the final grade	2%						
Further information							
Recommended literature	Handouts will be provided in class or made available on moodle						

2.13.2.2 HSK Preparation

No.	2.13.2.2						
Module	HSK Preparation						
Lecturer	Jing Chen						
Kind of module	Compulsory Elective						
Workload/ Offered	2 SWS/ 3 ECTS winter term						
Parts of the module	2.13.2 Elective I						
Language	Chinese						
Content	Structured and comprehensive preparation for HSK test (level III) with excercieces of listening, reading and writing. Workload: 600 vocabs as well as characters and relating grammar.						
Objective	Achievement of HSK Level III						
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.						
Prerequisite for attendance	Chinese I-IV						
Usability of the module for this or for other study programmes	The course will be offered as an Elective for students who took the Chinese classes I-IV. It is a preparation for the HSK-Test.						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	3	23h		67h	90h
Course evaluation	Written examination 90 minutes						
Weighting for the composition of the final grade	2%						
Further information							
Recommended literature	Vorbereitung HSK-Prüfung (HSK 3), Hefei Huang und Dieter Ziethen, Hefei Huang Verlag GmbH, 2012, ISBN: 978-3-940497-41-3						

2.14 Research & Presentation Methods

No.	2.14																						
Module	Research and Presentation Methods																						
Lectures in module	2.14.1 Research and presentation methods 2.14.2 Seminar Bachelor thesis																						
Lecturer	Prof. Dr. Lars Fend																						
Kind of Module	Compulsory Module																						
Lecture hours in semester	2.14.1: 1 SWS 2.14.2: 2 SWS																						
Offered	winter term (both)																						
Language	English																						
Content	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">2.14.1</th> <th style="width: 50%;">2.14.2</th> </tr> </thead> <tbody> <tr> <td>- Fields of science</td> <td>- Identifying research topics</td> </tr> <tr> <td>- Applied science</td> <td>- Selecting research topics</td> </tr> <tr> <td>- Quantitative and qualitative research</td> <td>- Planning scientific writing</td> </tr> <tr> <td>- Primary and secondary market research</td> <td>- Writing scientific papers</td> </tr> <tr> <td>- Limitations of research methods</td> <td>- Reviewing scientific papers</td> </tr> <tr> <td>- Research resources</td> <td>- Guidelines for creating scientific papers</td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>							2.14.1	2.14.2	- Fields of science	- Identifying research topics	- Applied science	- Selecting research topics	- Quantitative and qualitative research	- Planning scientific writing	- Primary and secondary market research	- Writing scientific papers	- Limitations of research methods	- Reviewing scientific papers	- Research resources	- Guidelines for creating scientific papers		
2.14.1	2.14.2																						
- Fields of science	- Identifying research topics																						
- Applied science	- Selecting research topics																						
- Quantitative and qualitative research	- Planning scientific writing																						
- Primary and secondary market research	- Writing scientific papers																						
- Limitations of research methods	- Reviewing scientific papers																						
- Research resources	- Guidelines for creating scientific papers																						
Objective	<p>The students understand applied sciences as an extension of knowledge through applied research and through method based search for new insights.</p> <p>The students are able to document and publish their applied research findings in form of a bachelor thesis.</p>																						
Teaching style	Seminar/tutorial/blocked course																						
Prerequisites	none																						
Usability of the module for this or for other study programmes	-																						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total																
	le	3	5	35h		90h	125h																
Course evaluation	Seminar paper /presentation																						
Weighting for the composition of the final grade	2%																						
Recommended literature	<p>Saunders, M.N.K., Lewis, P., Thornhill, A. 2012, <i>Research Methods for Business Students</i>, Financial Times, ISBN: 0273716867</p> <p>Ghuri, P., Gronhaug, K., 2010, <i>Research Methods in Business Studies</i>, Financial Times Prentice Hall, ISBN: 0273712047</p> <p>THI Business School, Guidelines for writing scientific papers (available on intranet)</p>																						

2.15 Bachelor Thesis

No.	2.15							
Module	Bachelor Thesis							
Lecturer	All professors / student's choice							
Kind of Module	Compulsory Module							
Offered	winter term / summer term							
Language	English							
Content	<ul style="list-style-type: none"> - topic of the Bachelor thesis covers a real-life-retail problem in a retail company - the Bachelor thesis will be coached and evaluated by a professor - students choose their topics 							
Objective	<p>The students know to investigate a bachelor topic, use the best research sources, organize their topics and apply the research opportunities. The students show that they are able to work within a given time frame on a retail topic. They are able to use scientific methods and tools. Students know to prepare a Bachelor thesis according to the Ingolstadt University's guideline for creating scientific papers.</p>							
Teaching style	Tutorial							
Prerequisites	none							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le		12			300h	300h	
Course evaluation	Bachelor Thesis							
Weighting for the composition of the final grade	12%							
Further information	<p>Guideline for scientific papers: https://moodle.thi.de/moodle/course/view.php?id=870</p>							
Recommended literature	<p>Ghuri, P., Gronhaug, K., 2010, <i>Research Methods in Business Studies</i>, 4th edn., Financial Times Prentice Hall, ISBN: 0273712047</p> <p>Ingolstadt University's guideline for creating scientific papers (available on intranet)</p>							