


International Retail Management - Bachelor
SPO WS 12/13

Modules 4.-7. Semester

as of 2018-09-18



Content

1. Summary.....	3
2. Table of Contents	4
Strategic Retail Management.....	5
Globalization in Retail	6
Brand & Communication Management	8
Sourcing, Range & Service Management	9
Retail Logistics & Supply Chain Management.....	10
E-Commerce Business in Retail	12
International Projects	13
Retail Controlling	14
International Sales, Multi-Channel & Price Management	15
International Real Estate Management.....	17
International Leadership	19
Business Simulation and Seminar	21
Business Planning	23
Controlling with SAP ERP	24
Customer Relationship Management with SAP ERP	26
HSK III Preparation.....	27
Intercultural Business Communication	28
Intercultural Competence.....	29
Retail Lab: Accelerating Innovation in Retail and Consumer Business.....	30
Retail Lab – Floor Mapping.....	31
Retail Work Experience	32
Successful Negotiations in a Global World	33
Research & Presentation Methods	34
Bachelor Thesis.....	35
Advanced practical training.....	36

1. Summary

Second section (4. - 7. semester)

No..	Module	Hours	Course type	Examinations Type and duration	Course-related assessments	Weighting for the composition of the final grade	Credit points
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 & 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 ⁴⁾	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	4	le	written exam 120		3	5
2.12	Business Simulation and Seminar	5	s	oral exam 15		6	5
2.13	Electives						
2.13.1	Elective I	2	le		ca ⁷⁾	2	3
2.13.2	Elective II	2	le		ca ⁷⁾	2	3
2.14	Research & Presentation Methods		le		sp/p ⁴⁾	2	5
2.15	Bachelor Thesis	-	bt			12	12
	Total	63				60	90
2.16	Internship semester		Pr		PrB		30

List of abbreviations

le lecture with exercise
 p presentation
 bt Bachelor Thesis
 dp documented presence

sp/p semester paper with presentation
 pt internship
 ca course assessment
 PrB Praxisbericht/internship report

Notes

- 1) Parts of the language lectures are self-studies.
- 2) The languages offered are listed in the study programme.
- 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) The weighting of seminar papers with presentation is 60/40.
- 5) The selected language will be listed in the final examination certificate.
- 6) Students have to select one of the languages offered.
- 7) Details will be defined by the faculty council. Every course assessment has to be passed. Two compulsory-electives have to be chosen.

2. Table of Contents

4th and 5th semester

No.	Module	hpw	Course type	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	st
2.8.	Retail Controlling	4	le	5	st
2.9.	International Sales, Multi-Channel & Price Management	4	le	5	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	3	wt/st

6th semester

30 credit points

Internship semester (covers a period of 20 weeks)

7th semester

No.	Module	hpw	Course type	Credit points	offered in
2.11.	International Leadership	4	le	5	wt
2.12.	Business Simulation and Seminar	5	s	5	wt
2.14.	Research & Presentation Methods	2	le	3	Wt
2.13.	Electives	4	le	3	wt
2.15	Bachelor Thesis			12	wt

Second section (4. – 7. Semester)

Strategic Retail Management						
Module Title	Strategic Retail Management			Module No	2.1	
Lecturer(s) / responsible for module /in	IRM_StrRM: Potten, Jens					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Strategic Retail Management (IRM_StrRM)					
Learning methods	lecture with exercises and case studies					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Economics, Accounting and Auditing and Quantitative Methods.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	mdlP - oral exam, 15 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	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.					
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 					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • DAVID, F.R., 2011. <i>Strategic Management - Concepts and Cases</i>. ISBN 013703499-7 • ZENTES, J., D. MORSCHETT and H. SCHRAMM-KLEIN, 2007. <i>Strategic Retail Management</i>. • BERMAN, B. and J.R. EVANS, 2007. <i>Retail Management a Strategic Approach</i>. ISBN 0131870165 					

Globalization in Retail						
Module Title	Globalization in Retail			Module No	2.2	
Lecturer(s) / responsible for module /in	IRM_GIR: Calhan, Can Ali					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Globalization in Retail (IRM_GIR)					
Learning methods	lecture with exercises and case studies					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail management, Economics and Quantitative methods.					
Usability of the module for this or for other study programmes	also offered for Internationales Handelsmanagement, Internationalisierung im Handel					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	6	7	70 h	0 h	105 h	175 h
Method of assessment / Requirements for credit points	schrP120 - written exam, 120 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Volkswirtschaftlicher Teil (in Deutsch): Nach dem Besuch des Moduls sind die Studierenden in der Lage:</p> <ul style="list-style-type: none"> • die Merkmale wichtiger Konjunkturindikatoren beschreiben • die Bestimmungsfaktoren der wirtschaftlichen Entwicklung erkennen • die Konsequenzen volkswirtschaftlicher Instabilitäten beurteilen • die Wirkungsweise der Geldpolitik und Fiskalpolitik nachvollziehen • die Konsequenzen aus Wechselkursänderungen herleiten • aktuelle Probleme der Wirtschaftspolitik erläutern • empirische Daten in Berichten internationaler Organisationen und Gutachten von Forschungsinstituten zur Beurteilung aktueller wirtschaftlicher Entwicklungen auszuwerten. <p>Betriebswirtschaftlicher Teil Grundlagen und Case Studies (in Englisch): Students are familiar with the reasons for, objectives, forms, chances and threats of going and being international in retail business. They will know how to deal theoretically and practically with various factors that impact the process of retailers' internationalizing and measures which could be used to handle the same. Case studies will help and be used to exercise contents learned.</p>					
Content	<p>Volkswirtschaftlicher Teil: Themen mit aktueller internationaler Ausrichtung</p> <ul style="list-style-type: none"> • Konjunktur - Diagnose, Prognose, Indikatoren • Instrumente der Stabilisierung • Wechselkursanalyse • Zahlungsbilanzanalyse • Länderbeurteilungen 					

	<p>Betriebswirtschaftlicher Teil Grundlagen und Case Studies:</p> <ul style="list-style-type: none"> • Development, relevance & dimensions of internationalization in retail business • Strategies and instruments • Chances and threats • Case studies
<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • SULLIVAN, Malcolm and Dennis ADCOCK, 2002. <i>Retail Marketing</i>. Andover u.a.: Cengage Learning EMEA . ISBN 1861526024, 978-1861526021 • DEHERDER, Rick and Dick BLATT, 2010. <i>Shopper Intimacy : A Practical Guide to Leveraging Marketing Intelligence to Drive Retail Success</i> . New Jersey: Pearson. ISBN 013707543X, 978-0137075430 • HERBRAND, Nicolai Oliver, 2008. <i>Schauplätze dreidimensionaler Markeninszenierung : innovative Strategien und Erfolgsmodelle erlebnisorientierter Begegnungskommunikation ; Brand Parks, Museen, Flagship Stores, Messen, Events, Roadshows</i> . Stuttgart: Edition Neues Fachwissen . ISBN 978-3-9811220-2-2 • SKOWRONEK, Iris, 2012. <i>101 Praxistipps für mehr Erfolg im Einzelhandel</i> . Frankfurt am Main: Deutscher Fachverlag. ISBN 978-3-86641-255-2 ; 3-86641-255-X • MANKIW, Nicholas Gregory and Mark P. TAYLOR , 2016. <i>Grundzüge der Volkswirtschaftslehre</i>. 6. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3519-2 ; 3-7910-3519-3 • KRUGMANN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2015. <i>Internationale Wirtschaft : Theorie und Politik der Außenwirtschaft</i>. 10. edition. Hallbergmoos: Pearson. ISBN 978-3-86894-264-4 ; 978-3-86326-761-2 • ZENTES, Joachim, Bernhard SWOBODA and Thomas FOSCHT, 2012. <i>Handelsmanagement</i>. 3. edition. München: Vahlen. ISBN 978-3-8006-4265-6 ; 3-8006-4265-4 • ZENTES, Joachim, 2011. <i>Fallstudien zum Internationalen Management : Grundlagen - Praxiserfahrungen - Perspektiven</i>. 4. edition. Wiesbaden: Gabler. ISBN 978-3-8349-2967-9 ; 3-8349-2967-0 • RUDOLPH, Thomas, Moritz LOOCK and Anne KLEINSCHRODT, 2008. <i>Strategisches Handelsmanagement : Grundlagen für den Erfolg auf internationalen Handelsmärkten</i> . Aachen: Shaker. ISBN 978-3-8322-7518-1 • BERMAN, Barry and Joel R. EVANS, 2013. <i>Retail management : a strategic approach</i>. 12. edition. Boston, München u.a.: Pearson. ISBN 0-273-76856-5 ; 978-0-273-76856-2 • DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business : environments and operations</i>. 15. edition. Boston, Maas u.a.: Pearson. ISBN 1-292-01679-5 ; 978-1-292-01679-5

Brand & Communication Management						
Module Title	Brand & Communication Management			Module No	2.3	
Lecturer(s) / responsible for module /in	IRM_BCM: Calhan, Can Ali; Reuter, Bernd					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Brand & Communication Management (IRM_BCM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Economics and Marketing					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students know the role of brands, the concept of brand equity, and the advantages of creating strong brands.</p> <p>They understand different ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary brand associations.</p> <p>They know different branding strategies, how to design a brand architecture strategy and how to devise brand hierarchies and portfolios. They understand the role of corporate brands, family brands, individual brands, modifiers, and know how to combine them into sub-brands.</p> <p>Students are aware of adjusting branding strategies over time.</p> <p>They understand the media planning process and current digital media trends.</p> <p>Case studies and best practice will illustrate the linkage between branding.</p>					
Content	<ul style="list-style-type: none"> • brands and brand management • planning and implementing brand marketing and communication programmes • integrated communication and brand building 					
Hint	Parts of the module can also be offered as a blended learning session.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KELLER, K., 2013. <i>Strategic Brand Management</i>. 4. edition. ISBN 978 0 273 77941 4 • FILL, C., 2013. <i>Marketing Communications</i>. ISBN 978 0 273 77054 1 					

Sourcing, Range & Service Management						
Module Title	Sourcing, Range & Service Management			Module No	2.4	
Lecturer(s) / responsible for module /in	IRM_SRSM: Ungrade, Carsten					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Sourcing, Range & Service Management (IRM_SRSM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Retail Costing, Finance Management and Quantitative Methods					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students know the interfaces of range, service and sourcing management. Business is permanent changing, so students are able to adapt the RSPM system.					
Content	<ul style="list-style-type: none"> • range management • service management • sourcing strategies • sourcing systems • case studies 					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BERMAN, Barry and Joel R. EVANS, . <i>Retail Management: A Strategic Approach</i>. ISBN 9780136087588 • NEWMAN, and CULLEN, 2002. <i>Retailing: Environment and Operations</i>. ISBN 978-1-86152-533-8 					

Retail Logistics & Supply Chain Management						
Module Title	Retail Logistics & Supply Chain Management			Module No	2.5	
Lecturer(s) / responsible for module /in	IRM_RLSCM: Sternbeck, Michael					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Retail Logistics & Supply Chain Management (IRM_RLSCM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Retail Costing, Business Law					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<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>					
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 					

<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • CHOPRA, Sunil and Peter MEINDL, 2013. <i>Supply Chain Management. Strategy, Planning and Operation</i>. 5. edition. • MARTIN, Christopher, Logistics and Supply Chain Management. In: <i>Financial Time Prentice Hall</i>. 2011 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • SLACK, Nigel, Alistar BRANDON-JONES and Robert JOHNSTON , 2013. <i>Operations Management</i>. 7. edition.
--------------------------	--

E-Commerce Business in Retail						
Module Title	E-Commerce Business in Retail		Module No	2.6		
Lecturer(s) / responsible for module /in	IRM_eComBR: Fend, Lars					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	E-Commerce Business in Retail (IRM_eComBR)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, MIS, Retail Marketing					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students have knowledge about the current state of E-Commerce, Digital-Commerce and New Media. The students understand the philosophy, main technologies, and the successful implementation of E-Commerce and Digital-Commerce strategies in a national and global context. The students can apply different tools and they can develop new E-Commerce and Digital-Commerce strategies.					
Content	<ul style="list-style-type: none"> • E-Commerce/Digital-Commerce and New Media fundamentals • E-Commerce/Digital-Commerce infrastructure • E-Commerce/Digital-Commerce environment • E-Commerce/Digital-Commerce strategy • E-Commerce/Digital-Commerce marketing • Best Practices 					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"> • CHAFFEY, Dave, 2015. <i>Digital business and e-commerce management. Strategy, implementation and practice.</i> 6. edition. Harlow : Pearson. ISBN 978-0273786542 					

International Projects						
Module Title	International Projects			Module No	2.7	
Lecturer(s) / responsible for module /in	IRM_IntProj: Specht, Oliver					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	International Projects (IRM_IntProj)					
Learning methods	project work					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of all courses offered in the first section					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	6	8	70 h	0 h	130 h	200 h
Method of assessment / Requirements for credit points	LN - seminar paper/presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students are able to apply techniques and tools they have learned in international real-life projects.					
Content	Project names: <ol style="list-style-type: none"> 1. Robots in SCM and Retail 2. 2nd Generation IoT in SCM 3. Artificial Intelligence in Retail 4. Profitability of sales areas in stores 5. Traffic patterns in diefferent stores 					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"> • BERMAN, Barry R. and Joel R. EVANS, 2013. <i>Retail Management: International Edition</i>. ISBN 978027377565f2 <i>Recommended:</i> <ul style="list-style-type: none"> • WANNENWETSCH, Helmut and Sascha NICOLAI, 2004. <i>E-Supply-Chain Management - Grundlagen - Strategien - Praxisanwendungen</i> . ISBN 978-3-322-82873-6 • TAYUR, Sridhar, Ram GANESHAN and Michael MAGAZINE, 2012. <i>Quantitative Models for Supply Chain Management</i>. ISBN 978-1-4615-4949-9 					

Retail Controlling						
Module Title	Retail Controlling			Module No	2.8	
Lecturer(s) / responsible for module /in	IRM_RC: Vogler, Thomas					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Retail Controlling (IRM_RC)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Retail Costing, Finance Management und Quantitative Methods					
Usability of the module for this or for other study programmes	offered for guest students					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	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.					
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 					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"> • BERMAN, B and J EVANS, 2009. <i>Retail Management: A strategic approach</i>. 1. edition. ISBN 0136087582 					

International Sales, Multi-Channel & Price Management						
Module Title	International Sales, Multi-Channel & Price Management			Module No	2.9	
Lecturer(s) / responsible for module /in	IRM_SMCPM: Stummeyer, Christian					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	International Sales, Multi-Channel & Price Management (IRM_SMCPM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of Retail Management, Quantitative Methods, Retail Costing and Finance Management					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	mdIP - oral exam, 15 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students know the different sales channels and challenges of Multi-Channel Management. Students know how to use the Digital Channel in Retail and combine it with other sales channels. They can develop strategies integrating the International Sales, Multi-Channel & Price Management. Students are able to set prices in Multi-Channel Environments and are familiar with the requirements and challenges of international sales.					
Content	<ul style="list-style-type: none"> • Basics of Multi-Channel Management <ul style="list-style-type: none"> ○ Overview of different sales channels and business models in retail ○ Customer journey and touchpoints across sales channels ○ Management of selected areas along the Multi-Channel value chain ○ Best practices • The Digital Channel in Retail <ul style="list-style-type: none"> ○ Overview ○ Digital Marketing in Retail ○ E-Commerce Shop Systems and Multi-Channel Systems in Retail ○ Processes in Digital Commerce ○ Success measurement, benchmarking and KPIs in Digital Commerce ○ Best practices • Price Management <ul style="list-style-type: none"> ○ Overview ○ Key concepts of pricing ○ Key challenges in pricing for Multi-Channel companies (especially from Digital Channel) ○ Best practices 					

	<ul style="list-style-type: none"> • International Sales <ul style="list-style-type: none"> ○ Overview ○ Key challenges of international sales ○ Best practices <p>In addition: Students set-up an own Online Shop in Shopware in groups (4 students in each group).</p>
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • SCHINDLER, Robert M. , 2012. <i>Pricing Strategies A Marketing Approach</i>. Camden, USA: Sage Publishing. ISBN ISBN: 9781412964746 • MENTZER, J.T. and M.A. MOON, 2005. <i>Sales Forecasting Management: A Demand Management Approach</i>. 2. edition. London: Sage Publishing. ISBN ISBN: 9781412905718

International Real Estate Management						
Module Title	International Real Estate Management			Module No	2.10	
Lecturer(s) / responsible for module /in	IRM_IREM: Potten, Jens					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	International Real Estate Management (IRM_IREM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of all lectures offered in the first section.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<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>					
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. 					

Literature*Compulsory:*

HAYNES, B.P. and N. NUNNINGTON, 2010. *Corporate Real Estate Management*. ISBN 0728205734

International Leadership						
Module Title	International Leadership			Module No	2.11	
Lecturer(s) / responsible for module /in	IRM_IL: Vogler, Thomas					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	International Leadership (IRM_IL)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of all lectures offered in the first section					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	7	7	82 h	0 h	93 h	175 h
Method of assessment / Requirements for credit points	schrP120 - written exam, 120 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<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>					
Content	<ul style="list-style-type: none"> • Leadership basics • Prerequisites of executing in companies • The 'four disciplines' • 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 					

Literature*Compulsory:*

- HOLLIDAY, A, M HYDE and J KULLMANN, 2010. *Intercultural Communication: an Advanced Resource Book for Students*. ISBN 0415489415
- BOSSIDY, Larry and Ram CHARAN, 2002. *Execution: The Discipline of Getting Things Done*.

Business Simulation and Seminar						
Module Title	Business Simulation and Seminar			Module No	2.12	
Lecturer(s) / responsible for module /in	IRM_BSS: Schleicher, Anna; Vogler, Thomas; Wecker, Natalie					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Business Simulation and Seminar (IRM_BSS)					
Learning methods	blocked seminar					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	The students should have a basic knowledge of all lectures offered in the first section					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	5	5	59 h	0 h	66 h	125 h
Method of assessment / Requirements for credit points	mdlP - oral exam, 15 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Business Simulation: 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.</p> <p>Seminar Retail Management: 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.</p>					
Content	<p>Business Simulation: Simulation based retail management – running a retail business</p> <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 <p>Seminar Retail Management: Simulation based retail management – running a retail business</p> <ul style="list-style-type: none"> • Managing a retail company • Developing retail strategies • Handling retail operations • Presenting the targets, plans and budgets 					

	<ul style="list-style-type: none"> Organizing a management board
Literature	<p>Business Simulation:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> BERMAN, Barry R. and Joel R. EVANS, 2013. <i>Retail Management: A Strategic Approach</i>. 1. edition. ISBN 9780132720823 <p>Seminar Retail Management:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> BERMAN, Barry R. and Joel R. EVANS, 2013. <i>Retail Management: A Strategic Approach</i>. 1. edition. ISBN ISBN-10: 0132720825 • ISBN-13: 9780132720823

Electives

Business Planning						
Module Title	Business Planning			Module No	2.13	
Lecturer(s) / responsible for module /in	FW_BP: Ungrade, Carsten					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Business Planning (FW_BP)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	also offered for Betriebswirtschaft, Internationales Handelsmanagement, International Management und Wirtschaftsinformatik					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - presentation (15-30 min.) and written composition (10-15 pages)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	This lecture enables the students to see the critical issues and feasibility of developing a business venture. With actual case studies students will be prepared to develop a strategic frame, an operating model and a systematic roadmap for execution. Students will understand the difficult political and organizational obstacles that accompany every business planning. Upon completion of all the cumulative lessons, the students will understand the process of an entrepreneurial business planning.					
Content	<p>Key success factors like strategic planning, information sharing, incentives, budgeting, control, change management or the role of power and influence in a business venture will be discussed.</p> <p>Effective business planning will be divided in a comprehensive process of:</p> <ul style="list-style-type: none"> • Identifying business ideas • Screening the idea to determine feasibility • Developing a strategic plan • Developing an operating model • Transforming strategies to operational issues • Case studies, practical exercises and presentations 					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BARINGER, B.R., <i>Preparing Effective Business Plans: An Entrepreneurial Approach</i>. ISBN 9780132338233 					

Controlling with SAP ERP						
Module Title	Controlling with SAP ERP			Module No	2.13	
Lecturer(s) / responsible for module /in	FW_Con SAP ERP: Rimmelspacher, Udo					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Controlling with SAP ERP (FW_Con SAP ERP)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Die Studierenden können in der Querschnittsfunktion Controlling ihre theoretisch erworbenen BWL-Kenntnisse in der Kostenarten-, Kostenstellen und Kostenträgerzeit-Rechnung anhand von Übungsaufgaben in konkrete Prozesse in SAP ERP umsetzen.					
Content	<p>1) Gesamtüberblick über das Controlling mit SAP ERP</p> <p>2) Wichtige controllingrelevante Organisationsstrukturen</p> <p>3a) Kostenartenrechnung sowie Kostenstellen- und Innenauftragsrechnung: Stammdaten, vorgangsbezogene Ist-Buchungen, Periodenabschluss mit Ist-Werten (=BAB)</p> <p>ODER</p> <p>3b) Ergebnis- und Marktsegmentrechnung (Kostenträgerzeitrechnung): Strukturen, Stammdaten, Ist-Buchungen, Berichtswesen</p> <p>Die Studierenden entscheiden basisdemokratisch zu Semesterbeginn entsprechend ihrer Vorkenntnisse in SAP ERP sowie ihrer inhaltlichen Interessen, ob neben den Themengebieten 1) und 2) die Inhalte von 3a) oder 3b) durchgenommen werden.</p>					
Hint	Die Teilnehmer benötigen keinerlei spezifische SAP-Kenntnisse auf diesem betriebswirtschaftlichen Gebiet. Lediglich das allgemeine Handling mit der Software SAP ERP wird aufgrund der Lehrveranstaltung „Informationsverarbeitung ERP“ in der Detailtiefe des ersten Kapitels des Buches Rimmelspacher, U. (2017): Vertriebsprozesse mit SAP ERP, 2. Aufl. vorausgesetzt.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> FRIEDL, Gunther and Burkhard PEDELL, 2017. <i>Controlling mit SAP: Eine praxisorientierte Einführung mit umfassender Fallstudie und beispielhaften Anwendungen</i>. 7. edition. ISBN 9783658174064 					

	<ul style="list-style-type: none">• SCHÖB, Oliver, 2012. <i>Ergebnisrechnung mit SAP: Effektives Controlling mit CO-PA</i>. 2. edition. ISBN 9783836218641• RIMMELSPACHER, Udo, 2017. <i>Vertriebsprozesse mit SAP ERP</i>. 2. edition. ISBN 9783658188566
--	---

Customer Relationship Management with SAP ERP						
Module Title	Customer Relationship Management with SAP ERP			Module No	2.13	
Lecturer(s) / responsible for module /in	FW_CRM SAP ERP: Rimmelspacher, Udo					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Customer Relationship Management with SAP ERP (FW_CRM SAP ERP)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Die Studierenden können integrierte Prozesse des Customer Relationship Management (CRM) für eine kundenorientierte Unternehmensstrategie in SAP ERP abbilden.					
Content	Abbildung typischer integrierter Prozessschritte im Kundenbeziehungs-Lebenszyklus in SAP ERP aus <ul style="list-style-type: none"> • Marketing • Vertrieb • Service/ After Sales anhand einer Fallstudie.					
Hint	Die Teilnehmer benötigen keinerlei spezifische SAP-Kenntnisse auf diesem betriebswirtschaftlichen Gebiet. Lediglich das allgemeine Handling mit der Software SAP ERP wird aufgrund der Lehrveranstaltung „Informationsverarbeitung ERP“ in der Detailtiefe des ersten Kapitels des Buches Rimmelspacher, U. (2017): Vertriebsprozesse mit SAP ERP, 2. Aufl. vorausgesetzt.					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"> • RIMMELSPACHER, Udo, 2017. <i>Vertriebsprozesse mit SAP ERP: Mit vollständig integrierten Übungen im Anwendungsmenü und Customizing von SAP ECC 6.0.</i> 2. edition. ISBN 9783658188566 					

HSK III Preparation						
Module Title	HSK III Preparation			Module No	2.13	
Lecturer(s) / responsible for module /in	SZ_HSKIII: Chen, Jing					
Language of instruction	Chinese					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	HSK III Preparation (SZ_HSKIII)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	Chinese II					
Usability of the module for this or for other study programmes	also offered for International Management					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students reach HSK Level III (Hanyu Shuiping Kaoshi - is a standardised language test for Chinese as a foreign language)					
Content	Structured and comprehensive preparation for HSK test (level III) with exercises of listening, reading and writing. Workload: 600 vocabs as well as characters and relating grammar.					
Hint	Empfohlene Voraussetzungen: Gute Grundkenntnisse in Chinesisch. Suggested prerequisites: Basic command of the Chinese language.					
Literature	Past official HSK tests (HSK Level III)					

Intercultural Business Communication						
Module Title	Intercultural Business Communication			Module No	2.13	
Lecturer(s) / responsible for module /in	SZ_IBC: Reicherstorfer, Anja					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	Intercultural Business Communication (SZ_IBC)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	also offered for Betriebswirtschaft, Wirtschaftsinformatik and for guest students					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are familiar with the role of culture and cultural differences in general as well as of their effects on professional interaction.</p> <p>They are aware of factors leading to intercultural misunderstandings and are able to consider methods of overcoming these problems in business communication.</p>					
Content	<ul style="list-style-type: none"> • The importance communication in the context of culture • Cultural Dimensions - Geert Hofstede, Edward Hall • Selected business situations, such as <ul style="list-style-type: none"> ○ International Presentations ○ Negotiations across cultures ○ The role of international managers / managing international teams • Comparing cultures, selected case studies 					
Hint	This course is taught in English.					
Literature	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MEYER, Erin, 2014. <i>The Culture Map</i>. New York, NY: Public Affairs Book. ISBN 978-1-61039-250-1 					

Intercultural Competence						
Module Title	Intercultural Competence			Module No	2.13	
Lecturer(s) / responsible for module /in	SZ_ICC: McDonald, James					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	Intercultural Competence (SZ_ICC)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	also offered for Betriebswirtschaft, Internationales Handelsmanagement and for guest students					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	To familiarize students with the practical and theoretical fundamentals of intercultural communication with special emphasis on commercial application (i.e. business communication).					
Content	This course will be a proper seminar requiring intensive participation from all class members. Weekly in-class discussions will be based on assigned readings. Furthermore, students will be expected to engage one another in online communication via the MOODLE learning platform.					
Literature	An online reader containing all relevant English-language texts will be supplied at the beginning of the semester. The course reader will be posted online on the Moodle platform. Participants will therefore need access to the platform prior to attending the course. Additional texts will be added throughout the semester to supplement and illustrate various points as necessary.					

Retail Lab: Accelerating Innovation in Retail and Consumer Business						
Module Title	Retail Lab: Accelerating Innovation in Retail and Consumer Business			Module No	2.13	
Lecturer(s) / responsible for module /in	FW_RLAI: Knoppe, Marc					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	Retail Lab: Accelerating Innovation in Retail and Consumer Business (FW_RLAI)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - presentation (15-30 min.) and written composition (10-15 pages)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students have to be prepared for a world that is changing fast. Students have to know more about disruptive business models, about revolution in thinking and creating unexpected solutions.</p> <p>Students will learn how disruptive innovations and business models are shaping the future of retailing, shopping and consumer behaviour. We will look at disruptive business models driven by Internet of me, augmented reality and so on. Students will learn how to apply inventive business models that drive retail and consumer business.</p>					
Content	<p>Students will discuss new technologies, innovations and disruptive business models that are changing the face of retail and enhancing customer experience. Students will learn about new digital business models and non-traditional competitors. Students will explore what a disruptive business models will be. Students will learn to identify disruptive ideas, to analyse disruptive business models, to create disruptive business models and to develop a pitch.</p>					
Literature	Williams, Luke (2016): Disrupt: Think the Unthinkable to Spark Transformation in Your Business, 2nd Edition, Pearson FT Press					

Retail Lab – Floor Mapping						
Module Title	Retail Lab – Floor Mapping			Module No	2.13	
Lecturer(s) / responsible for module /in	FW_RL: Vogler, Thomas					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Retail Lab – Floor Mapping (FW_RL)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	none					
Usability of the module for this or for other study programmes	also offered for Betriebswirtschaft and Internationales Handelsmanagement					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - presentation (10-15 min.) and written composition (8-10 pages)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Die Studierenden können:</p> <ul style="list-style-type: none"> • die Grundsätze bei der Gestaltung von Einzelhandelsflächen wiedergeben. • die emotions- und wahrnehmungspsychologischen Grundsätze im Einzelhandel wiedergeben • die richtige Abteilungsabfolge nach emotions- und wahrnehmungspsychologischen Grundsätze definieren. • ein Regal nach wahrnehmungspsychologischen Grundsätzen konstruieren und pflegen. 					
Content	<ul style="list-style-type: none"> • Grundlagen der Wahrnehmungspsychologie • Grundlagen der Orientierung • Grundlagen der Emotionspsychologie • Psychologische Skripten und deren Einfluss auf die Wahrnehmung • Kaufverhalten und Kaufmotivation • Die ‚richtige‘ Abteilungsabfolge • Das ‚richtige‘ Regalbild 					
Hint	Die Studierenden werden von Handelsunternehmen Daten erhalten, um im Rahmen einer Projektarbeit eine Einzelhandelsfläche (Abteilung oder gesamten Laden) zu strukturieren. Eventuell werden auch psychologisch begründete Regalpläne als Ergebnis geliefert werden. Das hängt vom Projektauftrag des jeweiligen Handelspartners ab. Die Literaturempfehlungen sind jeweils projektabhängig und werden im Rahmen der ersten Vorlesung mitgeteilt werden.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KROEBER-RIEL, Werner and Andrea GRÖPPEL-KLEIN, 2013. <i>Konsumentenverhalten</i>. 10. edition. ISBN 9783800646180 					

Retail Work Experience						
Module Title	Retail Work Experience			Module No	2.13	
Lecturer(s) / responsible for module /in	IRM_RWE: Schleicher, Anna					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Retail Work Experience (IRM_RWE)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	none					
Usability of the module for this or for other study programmes	also offered for Internationales Handelsmanagement					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - presentation (15-30 min.) and written composition (10-15 pages)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> • Students are familiar with approaching a new real-life-retail subject on basis of a specific object of research • Students learn the fundamentals of research, defining the relevant questions to ask and show that they are able to work self-dependent and results-oriented within a given time frame • Students will gain deeper insight on a new research topic • Students experience working in teams and in cooperation with business partners 					
Content	<p>According to specific term's research topic:</p> <ul style="list-style-type: none"> • Fundamentals of market research • Deep insights on research topic: market overview, strategies, instruments • Preparation and actual research in cooperation with business partner • Research evaluation and presentation • Examples for research topics are: Emerging market of E-Mobility, Multisensoric Marketing, Floor Mapping 					
Hint	Course is part of and taking place at Retail Lab of THI Business School					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • RAAB, Andrea E., Andreas POOST and Aimone EICHHORN, 2009. <i>Marketingforschung - Ein praxisorientierter Leitfaden</i>. 1. edition. Stuttgart: Kohlhammer. ISBN 978-3-17-020750-9 • MCQUARRIE, Edward F., 2016. <i>The market research toolbox: a concise guide for beginners</i>. 4. edition. Los Angeles, California: Sage. ISBN 978-1-4522-9158-1 					

Successful Negotiations in a Global World						
Module Title	Successful Negotiations in a Global World			Module No	2.13	
Lecturer(s) / responsible for module /in	SW_SNGW: Hahn, Peter					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	Successful Negotiations in a Global World (SW_SNGW)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the first section					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	LN - presentation (15-30 min.) and written composition (10-15 pages)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<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. 					
Content	<p>Economical facts, historical developments as well as current living conditions (East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, Singapore)).</p> <p>The cultural dimensions and their influence on negotiations in business relations will be introduced and discussed. Negotiation strategies and techniques will be a major topic and trained in role plays.</p> <p>The participants should be enabled to perceive culture specific features and peculiarities which is important to establish open-minded relations, which again is a prerequisite for successfully negotiate with international business partners.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> HECHT-EL, Beatrice, 2008. <i>Interkulturelle Kompetenz</i>. TROMPENAARS, Fons, 1993. <i>Riding the Waves of Culture: Understanding cultural diversity in Business</i>. London: The Economist Books. ISBN 3-340-19135-1 HOFSTEDE, Geert, 1991. <i>Cultures and Organizations</i>. ISBN 0071770151, 9780071770156 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> MAHBUBANI, Kishore, 2009. <i>Can Asians think?</i> Singapore: Marshall Cavendish. ISBN -13:978-981-4276-01-6 					

Research & Presentation Methods						
Module Title	Research & Presentation Methods			Module No	2.14	
Lecturer(s) / responsible for module /in	IRM_RPM: Fend, Lars					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only winter term					
Parts of the module	Research & Presentation Methods (IRM_RPM)					
Learning methods	lecture with exercises					
Prerequisite according to Study and examination regulation	63 credits obtained in the basic studies					
Prerequisite of attendance	The students should have a basic knowledge of all lectures offered in the first and second section					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	3	5	35 h	0 h	90 h	125 h
Method of assessment / Requirements for credit points	LN - seminar paper/presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to document and publish their applied research findings in form of a bachelor thesis.</p> <p>The students understand applied sciences as an extension of knowledge through applied research and through method based search for new insights.</p>					
Content	<ul style="list-style-type: none"> • Identifying research topics • Selecting research topics • Planning scientific writing • Writing scientific papers • Reviewing scientific papers • Guidelines for creating scientific papers • Fields of science • Applied science • Quantitative and qualitative research • Primary and secondary market research • Limitations of research methods • Research resources 					
Literature	<p><i>Compulsory:</i></p> <p>Without author. <i>Guideline for creating scientific papers</i> [online]</p> <p>UNDERS, LEWIS and THORNHILL, 2012. <i>Research Methods for Business Students</i>. 5. edition. ISBN 978-0273716860</p>					

Bachelor Thesis						
Module Title	Bachelor Thesis			Module No	2.15	
Lecturer(s) / responsible for module /in	IRM_Bachelor Thesis					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	2.15.1 Bachelor Thesis (IRM_Bachelor Thesis) §3 Abs.3 Proof of a University Semester Abroad with at least 20 ECTS (§3Abs.3 SPO) ()					
Learning methods	Tutorial					
Prerequisite according to Study and examination regulation	Completion of internship semester					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	12	0 h	0 h	300 h	300 h
Method of assessment / Requirements for credit points	2.15.1 Bachelor-Thesis					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	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.					
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 					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"> • GHOURI, P, and K. GRONHAUG, 2010. <i>Research methods in Business Studies</i>. 4. edition. ISBN 0273712047 					

Advanced practical training						
Module Title	Advanced practical training			Module No	2.16	
Lecturer(s) / responsible for module /in	IRM_APT					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	Advanced practical training (IRM_APT)					
Learning methods	practical training					
Prerequisite according to Study and examination regulation	20 credits from the third and fourth semester and full provision of credits from the first and second semester, successful performance of the basic practical training					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	30	0 h	0 h	750 h	750 h
Method of assessment / Requirements for credit points	LN - practical assessment					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	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.					