

Retail and Consumer Management - Master
SPO WS 17/18

MODULE GUIDE

as of Dec 2019 as an overview of the study programme; for possible changes in electives, performance certificates or lecturers please refer to the semester-specific module handbook)

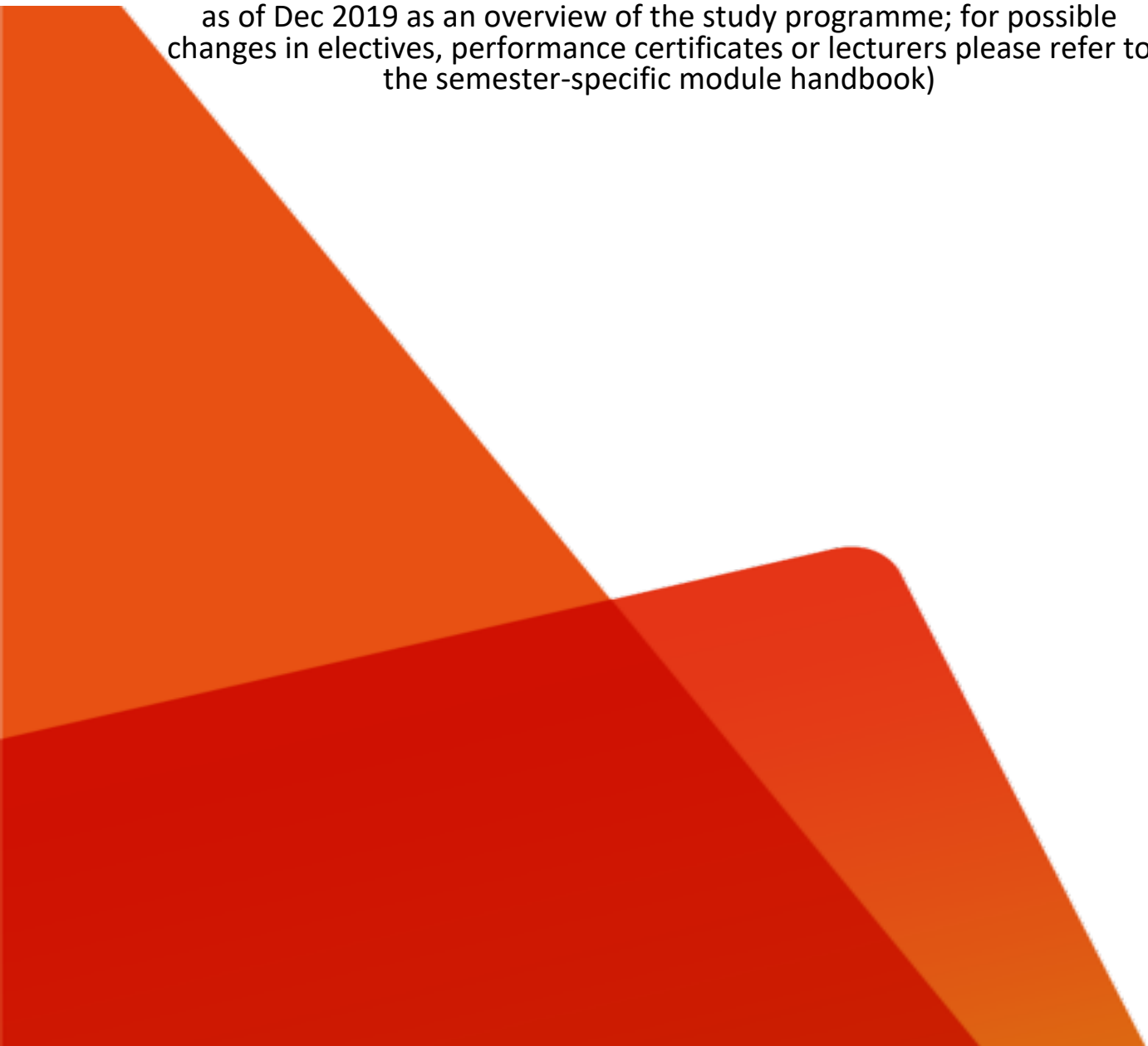


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1. Overview of modules and hours (1–3. Semester) *

CURRICULUM RETAIL AND CONSUMER MANAGEMENT		1. Semester Start in Winter		2. Semester Summer		3. Semester Winter/Summer	
Nr.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
1.1	Retail Lab: Consumer Projects and Project Management	4	5				
1.2	Retail and Consumer Management	4	5				
1.3	Electives	4	5				
2.1	Market Research and Consumer Behaviour in Retailing	4	5				
2.2	Trademark, Retail and Consumer Law	4	5				
2.3	Retail Locations and International Retailing	4	5				
3.1	Digital Commerce			4	5		
3.2	Retail Branding and Store Marketing			4	5		
3.3	Strategic Retail Management, Mergers and Acquisitions in Retailing			4	5		
4.1	Digital Marketing			4	5		
4.2	Sales and Customer Lifecycle Management			4	5		
4.3	Supply Chain Management in Retailing			4	5		
5	Retail and Consumer Project					4	5
6	Master Thesis						25
Total		24	30	24	30	4	30

*All further details are specified in the attachment of the respective Study and Examination Regulation (SPO Winter Term 2017) [here](#).

** Hours per week

2. Description of Modules

Retail Lab: Consumer Projects and Project Management						
Module Title	Retail Lab: Consumer Projects and Project Management			Module No.	1.1	
Lecturer / responsible for module	Knoppe, Marc					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester Summer and winter term					
Parts of the module	Retail Lab: Consumer Projects and Project Management					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	VHB Project Management course by Prof. Dr. Markus Wagner is recommended. Registration via: https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true					
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	Lecture, 15 minutes					
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 retail and consumer models, about revolution in thinking and creating unexpected solutions.</p> <p>Students know how innovations and business models are shaping the future of retailing, shopping and consumer behavior. Students analyse disruptive and non-disruptive retail and consumer business models driven by Internet of Me, augmented reality, digitalisation or basic business. Students know how to apply inventive business models that drive retail and consumer business.</p> <p>Students know how to organize and manage a project. Students are prepared to handle specific assignments/projects at work.</p> <p>The students are able to apply techniques and tools they have learned in international real-life projects.</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 the key issues of retail and consumer business models. Students will learn to identify ideas, to analyse disruptive and non-disruptive businesses, to create a new strategy.</p> <p>To be prepared in project management students will have the opportunity to take an extra course in project management:</p>					

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• PINTO, Jeffrey K., 2016. <i>Project management: achieving competitive advantage</i>. 4. Edition. Harlow: Pearson Education.• BERMAN, Barry, Joel R. EVANS and Patrali CHATTERJEE, 2018. <i>Retail management: a strategic approach</i>. T. edition. Harlow, England: Pearson. <p><i>Recommended:</i></p> <ul style="list-style-type: none">• WANNENWETSCH, Helmut, 2004. <i>E-Supply-Chain-Management: Grundlagen, Strategien, Praxisanwendungen</i>. 2. Edition. Wiesbaden: Gabler• TAYUR, Sridhar, 2003. <i>Quantitative models for supply chain management</i>. 6. Edition. Boston [u.a.]: Kluwer Acad. Publ.• WILLIAMS, Luke, 2016. <i>Disrupt: Think the Unthinkable to Spark Transformation in Your Business</i>. 2. Edition.
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Retail and Consumer Management						
Module Title	Retail and Consumer Management			Module No.	1.2	
Lecturer / responsible for module	Bader, Martin; Shamma, Hamed M.					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only winter term					
Parts of the module	Retail and Consumer Management					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The course provides students with an overview of retail management. In this course, we explore contemporary retail management issues. In this course, students gain an understanding of retail trends, technology in retail, merchandise planning and management, location, human resource management, customer service, e-retailing among other topics. Students have insight into the retailing environment that will enable you to make informed decisions. After the course, students have an understanding and appreciation of the challenges and opportunities of starting, managing, expanding and succeeding in retail.</p> <p>Prof. Dr. Martin Bader:</p> <ul style="list-style-type: none"> • Students know how to <ul style="list-style-type: none"> ○ Develop a business idea to a business model ○ Identify key success factors for implementation ○ Prepare implementation on basis of a minimal viable product approach ○ Prepare a business plan <p>Dr. Hamed M. Shamma:</p> <ul style="list-style-type: none"> • Students know the retail and consumer management basics and its relevance to an organization. • Students can apply retail and consumer principles and have practical understanding of the retail and consumer business 					
Content	<p>Prof. Bader:</p> <ul style="list-style-type: none"> • Ideation / Design Thinking • Value Proposition Design • Business model canvas • Business model innovation • Minimal viable product (MVP) and testing • Prototyping • Business plan 					

	<ul style="list-style-type: none"> • Pitch presentations <p>Prof. Shamma</p> <ul style="list-style-type: none"> • Introduction to retail and consumer management and its evolution • RCM before and after the digital revolution • Creating customer value, satisfaction and loyalty • Brand building, equity, turnover and company value driven marketing strategies • Key Performance Indicators for successful retail marketing
Hint	<p>Transcripts:</p> <p>Prof. Bader: Presentation/pitch incl. discussion (15 min.), written report (10 pages)</p> <p>Prof. Shamma: project work / presentation/pitch incl. discussion (15 min.), written report (10 pages)</p>
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KAWASAKI, Guy, 2015. <i>The Time Tested, The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything</i>. rev. edition. [London] [u. a.]: Portfolio Penguin. • RIES, Eric and Ursula BISCHOFF, 2017. <i>The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses</i>. 2017. Edition. New York: Currency. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CSIK, 2014. <i>The business model navigator: 55 models that will revolutionise your business</i>. Harlow [u. a.]: Pearson. • OSTERWALDER, Alexander, Trish PAPADAKOS and Gregory BERNARDA, 2014. <i>Value proposition design: how to create products and services customers want</i>. Hoboken, NJ: Wiley. • CROLL, Alistair and Benjamin YOSKOVITZ, 2013. <i>Lean analytics: use data to build a better startup faster</i>. 1. Edition. Beijing [u. a.]: O'Reilly.

Corporate Social Responsibility						
Module Title	Corporate Social Responsibility			Module No.	1.3.1	
Lecturer / responsible for module	Welzel, Evelize					
Language of instruction	German					
Kind of module	Individual Elective					
Duration / Frequency	1 semester only winter term					
Parts of the module	Corporate Social Responsibility					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Project work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Master students get to know the Brazilian context and the conceptual approach of organizations. They understand the basics and the implementation of Corporate Social Responsibility. The students comprehend social and economic marketing and are able to deal with it as well. As a next step, they can draft company specific CSR strategies and provide an indication for the implementation of these strategies in trading practice. As for the international management part, master students are able to determine the specific features of Brazilian trading within sustainable consumption. They can also estimate the challenges of intercultural, social and economic communication strategies.</p>					
Content	<p>Overview of the following topics:</p> <ul style="list-style-type: none"> • Brazilian context • Change of Social Awareness and its Stakeholders • Conceptual Approach of Organisations • Fundamental understanding of confidence as a basis of sustainable corporate identification in intercultural context <p>Basic understanding for:</p> <ul style="list-style-type: none"> • Corporate Social Responsibility (CSR) • Social and Economic Marketing <p>Introduction to:</p> <ul style="list-style-type: none"> • Parameter and implementation process of CSR within international value-added activities • Involvement of strategic CSR in day-to-day business <p>Economic part:</p> <ul style="list-style-type: none"> • CSR Strategizing Process • Perspectives und evaluation of CSR-Implementation in business environment <p>International Management part:</p> <ul style="list-style-type: none"> • Specific features of Brazilian trading • Significant and constitutive decisions for maintaining sustainable consumption 					

	<ul style="list-style-type: none"> • Challenges of intercultural, social and economic communication strategies • Case studies
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • SCHNEIDER, Andreas and René SCHMIDPETER, 2015. <i>Corporate social responsibility: verantwortungsvolle Unternehmensführung in Theorie und Praxis</i>. 2. Edition. Berlin; Heidelberg: Springer Gabler. • SURE, Matthias, 2017. <i>Internationales Management: Grundlagen, Strategien und Konzepte</i>. Wiesbaden: Springer Gabler. • KNOPPE, Marc, 2015. <i>CSR und Retail Management: gesellschaftliche Verantwortung als zukünftiger Erfolgsfaktor im Handel</i>. Berlin: Springer Gabler. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • FICHTER, Klaus, 1998. <i>Schritte zum nachhaltigen Unternehmen: zukunftsweisende Praxiskonzepte des Umweltmanagements; mit 13 Tabellen [und innovativen Praxisbeispielen aus 10 Ländern]</i>. Berlin [u. a.]: Springer • GRAF, Ina, 2002. <i>Die globale Verantwortung von multinationalen Unternehmen im Lichte einer nachhaltigen Entwicklung</i>. Hamburg: Kovač. • HÜLSMANN, Michael, MÜLLER-CHRIST, Georg, HAASIS, Hans-Dietrich, 2004. <i>Betriebswirtschaftslehre und Nachhaltigkeit: Bestandsaufnahme und Forschungsprogramm</i> [online]. Wiesbaden: Deutscher Universitätsverlag PDF e-Book. Available via: https://doi.org/10.1007/978-3-663-07732-9. • JOHNSON, Gerry, 2007. <i>Strategy as practice: research directions and resources</i>. Cambridge: Cambridge Univ. Press. • LUHMANN, Niklas, 2014. <i>Vertrauen: ein Mechanismus der Reduktion sozialer Komplexität</i>. 5. Edition. Konstanz: UVK-Verl.-Ges. [u. a.]. • LINNE, Gudrun, 2003. <i>Handbuch Nachhaltige Entwicklung: wie ist nachhaltiges Wirtschaften machbar?</i> Opladen: Leske + Budrich. • SCHRADER, Ulf, 2001. <i>Nachhaltiger Konsum: Forschung und Praxis im Dialog</i>. Frankfurt [u. a.]: Campus-Verl. • VOLKENS, Annette, 2003. <i>Orte nachhaltiger Entwicklung: transdisziplinäre Perspektiven; Tagungsband zum Kongress "Orte Nachhaltiger Entwicklung", 20. bis 22. Juni 2003 in Hamburg, Haus Rissen</i>. Berlin: VÖW. • STALLMANN, Franziska and Ullrich WEGNER, 2015. <i>Internationalisierung von E-Commerce-Geschäften: Bausteine, Strategien, Umsetzung</i>. Wiesbaden: Springer. • GRIESSE, Margaret Ann, The Geographic, Political, and Economic Context for CSR in Brazil. In: <i>Journal of Business Ethics</i>, 2007. (Volume 73, Issue 1,), p.21-37. • BELZ, Frank, 2005. <i>Nachhaltigkeits-Marketing in Theorie und Praxis</i>. 1. Edition. Wiesbaden: Dt. Univ.-Verl. • STEINMANN, Horst and Albert LÖHR, 1991. <i>Unternehmensethik</i>. 2. Edition. • UMWELTBUNDESAMT UBA, 2002. Nachhaltige Entwicklung in Deutschland - die Zukunft dauerhaft umweltgerecht gestalten. In: <i>UBA</i>.

Consumer Experience Management						
Module Title	Consumer Experience Management			Module No.	1.3.2	
Lecturer / responsible for module	Fend, Lars					
Language of instruction	English					
Kind of module	Individual Elective					
Duration / Frequency	1 semester only winter term					
Parts of the module	Consumer Experience Management					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Practical work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students have an overview of the current state of knowledge in the field of Consumer Experience Management. Participants understand the philosophy, language, planning and essential frameworks and instruments of Consumer Experience Management in a national and international context. Finally, students are able to select the appropriate CXM instruments and apply them to their specific business tasks.					
Content	<ul style="list-style-type: none"> • The term and concept of consumer experience management • Consumer relationship versus consumer experience management • Consumer experience management (CXM) and business transformation • Digital consumer experience • Consumer experience frameworks • Consumer personas • The importance of empathy • Creating and measuring the consumer journey • Consumer journey management and improvement 					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BLEIER, Alexander; HARMELING, Colleen M.; PALMATIER, Robert W. (2019): <i>Creating Effective Online Customer Experiences</i>. In: <i>Journal of Marketing</i> 83 (2), P. 98–119. • ROBRA-BISSANTZ, Susanne (2019). <i>Digital Customer Experience</i>. • WALDEN, Steven (2017): <i>Customer Experience Management Rebooted. Are you an Experience brand or an Efficiency brand?</i> London, Palgrave Macmillan UK. 					

Literature	<p><i>Recommended:</i></p> <ul style="list-style-type: none">• MEYER, Christopher, SCHWAGER, Andre (2007): Understanding Customer Experience. In: Harvard Business Review. 2007 (February)• RUSNJAK, Andreas, SCHALLMO, Daniel, 2018. Customer Experience im Zeitalter des Kunden: Best Practices, Lessons Learned und Forschungsergebnisse [online]. Wiesbaden: Springer Gabler PDF e-Book. Available: https://doi.org/10.1007/978-3-658-18961-7.
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Business Planning in Retailing						
Module Title	Business Planning in Retailing			Module No.	1.3.3	
Lecturer / responsible for module	Wecker, Nathalie					
Language of instruction	English					
Kind of module	Individual Elective					
Duration / Frequency	1 semester only winter term					
Parts of the module	Business Planning in Retailing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Practical work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>After finishing the business simulation, the students are able to recognise the cross-functional connections of business management and they can apply the specific retail knowledge acquired during their studies accordingly.</p> <p>The students gain social and management skills in processes of group dynamics.</p>					
Content	<p>The Business Simulation 'Going Global' by TOPSIM will be conducted in several teams. The students play the role of the board of management and compete against each other on national and international markets. Complex decision-making situations will be dealt with in the teams based on the provided information.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> Müller-Hagedorn, Lothar, Waldemar Toporowski and Stephan Zielke, 2012. <i>Der Handel: Grundlagen - Management - Strategien</i>. 2. edition. Stuttgart: Kohlhammer 					

Market Research and Consumer Behaviour in Retailing						
Module Title	Market Research and Consumer Behaviour in Retailing			Module No.	2.1	
Lecturer / responsible for module	Shamma, Hamed M.; Gupta, Shripta					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only winter term					
Parts of the module	Market Research and Consumer Behaviour in Retailing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Practical work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Market Research (Dr. Hamed M. Shamma)</p> <p>It will be illustrated the interaction between retail and consumer research and retail and consumer management decisions. A focus will be on digital research like google analytics. After the course, students have a practical framework for conducting market research to highlight qualitative and quantitative retail and consumer research strategies. Students know how to use a SPSS program. Students can apply the topic by handling different cases.</p> <p>The course provides students with the framework for conducting marketing research. After this module, students know the marketing research tools, which aid marketing managers in marketing decisions. Students understand the marketing research process and explain how it is used to collect and analyze information to solve practical marketing problems using examples from real world contexts. The course offers hands-on experience in marketing research-based data analysis.</p> <p>Consumer Behaviour (Prof. Shripta Gupta)</p> <p>Students understand consumer behavior. Students understand that consumer behaviour is central to the planning, development, and implementation of successful marketing strategies. Students know how to evaluate consumer behaviour of all target groups along all touchpoints shown by a customer journey. Students can apply the topic by handling different cases.</p> <p>Students understand how new technology is influencing retail and consumer behaviour.</p> <p>The course provides students with an overview of consumer behavior. This will involve analyzing the consumer buying decision process and the factors affecting this process. Issues, such as the shifting in values of the German, European and multinational societies, how to appeal to different markets and how we can change attitudes, will be tackled. We will often take the perspective of a marketing manager who needs knowledge of consumer behavior in order to develop, evaluate, and implement effective marketing strategies.</p>					

Content	<p>Market Research</p> <ul style="list-style-type: none"> • Introduction • Defining the Marketing Research • Research Design • On- and Offline Research • Interpretation of results • Consumer Decision-Making, Marketing Ethics • Consumer Research • Segmentation, Targeting, and Positioning <p>Consumer Behaviour</p> <ul style="list-style-type: none"> • Consumer Behaviour & Retailing: Basics • Internal Influences on Consumer Behaviour: <ul style="list-style-type: none"> ○ Perception ○ Learning, Memory, Motivation and Personality ○ Attitudes, Persuasion and Decision Making • External Influences on Consumer Behaviour: <ul style="list-style-type: none"> ○ Reference Groups, Word-of-Mouth; Social and Cultural Settings ○ Technology in Retailing • The Consumer of the future
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MALHOTRA, Naresh K., 2010. <i>Marketing research: an applied orientation</i>. 6. Edition. Boston [u. a.]: Pearson. • SCHIFFMAN, Leon G. and Joseph WISENBLIT, 2019. <i>Consumer behavior</i>. 12. Edition. Boston [u.a.]: Pearson. • KOTLER, Philip, KELLER, Kevin Lane, HASSA, Salah, BAALBAKI, Imad, SHAMMA, Hamed, 2012. <i>Marketing Management</i>. Adapted edition, Pearson.

Trademark, Retail and Consumer Law						
Module Title	Trademark, Retail and Consumer Law			Module No.	2.2	
Lecturer / responsible for module	Gabl, Isabell; Wanning, Benjamin					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only winter term					
Parts of the module	Trademark, Retail and Consumer Law					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students understand which points have to be considered when drafting a contract, especially concerning minors and consumer rights, or founding a company. They are familiar with the effects of international trade concerning taxes. They have a basic knowledge of International Civil Procedure Law and Conflict Law.					
Content	Contracts Taxes Effects of international trade Data Protection					
Literature	Provided by Dr. Gabl and Dr. Wanning based on Laws and Legal Reportings					

Retail Locations and International Retailing						
Module Title	Retail Locations and International Retailing			Module No.	2.3	
Lecturer / responsible for module	Potten, Jens					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only winter term					
Parts of the module	Retail Locations and International Retailing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Oral exam, 15 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>In every lesson, the students have to work on a subject defined in the first lesson. They have to read in the lesson - or before - text material to develop a presentation with the main information and learnings - they have to define if and what further investigation shall be done and the group's own statement is expected.</p> <p>As this will be developed in working groups in the lesson, there will be an obligation to attend.</p> <p>At the end of the course, students are familiar with:</p> <ul style="list-style-type: none"> • purchase and lease agreements for retail stores, incl. financing and effects on a P&L statement • different legal systems in different countries • internationalization of retailing incl. institutional differences in European metropolitan commercial real estate markets and due diligence process • how agents work and their presentations • different turnover evaluation methods • instore improvements and gallery in front of an anchor tenant 					
Content	<p>The detailed content of the course will be discussed and agreed in the first lesson. It has to cover some essentials like:</p> <ul style="list-style-type: none"> • the different players in the Real Estate Market • basics and definitions of land, construction and title • parameters for good locations • the location as an element in the marketing mix • internationalisation in retail - why and how - case WalMart in Germany • freehold and leasehold - what has to be in a contract, risks and chances • different turnover analysis with presentation of practical analysis (Huff, Regression, Analog 					

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• LEVY, Michael and Barton WEITZ, <i>Retailing Management - chapter 7 and 8</i>. 8. Edition.• ZENTES, J., <i>Strategic Retail Management chapter 8</i>.• BARKHAM, Richard, <i>Real Estate and Globalisation chapter 1, 2, and 5</i>. <p><i>Recommended:</i></p> <ul style="list-style-type: none">• THRALL, Grant Ian, <i>Business Geography and new real estate market analysis chapter 1 and 7</i>.• NOZMAN, Ed. F., 2014. <i>Institutional Differences in European Metropolitan Commercial Real Estate</i>.• ELLISON, Louise and Victoria EDWARDS, 2004. <i>Corporate Property management aligning real estate with business strategy</i>.• SQUIRES, Graham, <i>Routledge Companion to Real Estate Development chapter 5, 8, 14, 15, 17, 18, 20</i>.• TOSHIHARA, Ishikawa, <i>Dynamic Locational Phases of Economic Activity in the Globalized World Part 1</i>.
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Digital Commerce						
Module Title	Digital Commerce			Module No	3.1	
Lecturer / responsible for module	Stummeyer, Christian					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Digital Commerce					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Project thesis					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students acquire application- and practice-oriented in-depth knowledge of innovative concepts, processes and applications in Digital Commerce:</p> <ul style="list-style-type: none"> • They understand the most important developments around the digitalization of society and retail and the future of commerce. • They have basic knowledge and skills for entering digital commerce. • They know the essential elements of the value chain in digital commerce. • They are able to apply the acquired knowledge within the framework of a practical project. <p>The students also train their analytical skills, presentation techniques and communication skills.</p>					
Content	<p>Introduction: Digitalization of society and retail</p> <p>Digital Basics</p> <ul style="list-style-type: none"> • Target groups and targeting • Usability, User Experience and Customer Experience • Conversion Rate Optimization • Website Check • KPIs and Web Analytics <p>Digital Commerce</p> <ul style="list-style-type: none"> • The future of retail • The digital channel within different channel concepts • Driver tree in e-commerce • Basics of Digital Commerce Systems • Processes in E-Commerce • Digital Commerce Scenarios in Retail • Digital PoS • Artificial Intelligence in Digital Commerce 					

	<ul style="list-style-type: none">• Success factors of digital business models
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• ZENTES, Joachim, Dirk MORSCHETT and Hanna SCHRAMM-KLEIN, 2017. Strategic Retail Management - Text and International Cases.• CHAFFEY, Dave, 2014. Digital Business and E-Commerce Management - Strategy, Implementation and Practice.

Retail Branding and Store Marketing						
Module Title	Retail Branding and Store Marketing			Module No	3.2	
Lecturer / responsible for module	Hackl, Oliver					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Retail Branding and Store Marketing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Practical work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students understand the need of retailers to become a memorable brand in the consumer's mind. In times of digitization, retailers more than ever before have to develop a strong brand image that influence consumers positively. Students know how to carefully construct and maintain a retail brand.					
Content	<ul style="list-style-type: none"> • Basic theoretical concepts of retail branding • Understanding the sources of brand richness • Identifying and understanding relevant brand touchpoints • Branding customer's access to a retail brand • Branding in-store personalities and atmospheres • Branding price, promotion and assortment • Creating rich brand experience by digital technologies 					
Literature	Suitable literature will be announced in the first session.					

Strategic Retail Management, Merger and Acquisitions in Retailing						
Module Title	Strategic Retail Management, Merger and Acquisitions in Retailing			Module No	3.3	
Lecturer / responsible for module	Specht, Oliver					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Strategic Retail Management, Merger and Acquisitions in Retailing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Lecture (seminar paper), 15 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	At the end of this module, the students are able to apply strategic analysis, understand strategic management tools & methods and conduct strategic value evaluations.					
Content	<p>The module strategic retail management and M&A covers the strategic process end to end, starting with customer and market analytics and ending with the execution of the strategy.</p> <p>Customer orientation and centrality are important pillars in the retail industry and a significant part of retail strategic management. Therefore, market intelligence and analytics (chapter 1) are the starting point for strategic positioning and shaping. The module will describe the methods and processes in order to understand customer needs, market participants/competitors and future developments/trends.</p> <p>The strategic target-positioning (chapter 2) is the base for strategic formulation (how to reach the target position). The process begins with the understanding of the future operating model. After a detailed specification of the target position (vision, mission statement, strategic goals), the strategy formulation outlines the way how to get to the target position coming from the status-quo.</p> <p>The chapter 3 "strategic management" describes the implementation of the strategic measures to execute the strategy. Methods of strategic project management and portfolio management are important parts of the execution process: target setting, resource allocation and monitoring.</p> <p>The last topic M&A describes one important measure to execute strategies with either growth or skill improvement priorities. Starting with screening of targets and evaluation of economic value, the chapter also shows the M&A process (strategic management) along case examples.</p>					

Literature	<i>Recommended:</i> <ul style="list-style-type: none">• KAPLAN, Robert S. and David P. NORTON, 2009. Strategy maps: converting intangible assets into tangible outcomes. [. edition. Boston, Mass.: Harvard Business School Press.• PORTER, Michael E., 2004. Competitive strategy: techniques for analysing industries and competitors. 1. Edition. New York, NY [u.a.]: Free Press.
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Digital Marketing						
Module Title	Digital Marketing			Module No	4.1	
Lecturer(s) / responsible for module	Frech, Alexander					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Digital Marketing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Practical work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students know the fundamentals of Digital Marketing.</p> <p>Students understand how online marketing is optimized and integrated in the marketing- mix. They know how established approaches in marketing planning are combined with the creative use of modern digital models and tools.</p>					
Content	<p>Digital Marketing</p> <ul style="list-style-type: none"> • draw up digital marketing plans • apply digital marketing principals • integrate online and offline communications • customer driven digital marketing • reduce costly trial and error • learn best practices 					
Hint	<p>Interactive teaching style with case studies and practical insights.</p> <p>Students are required to work on a paper in small groups, which are graded and presented in class.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • CHAFFEY, Dave and PR SMITH, 2017. Digital Marketing Excellence. 5. Edition. London: Routledge. 					

Sales and Customer Lifecycle Management						
Module Title	Sales and Customer Lifecycle Management			Module No	4.2	
Lecturer / responsible for module	Vogler, Thomas					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Sales and Customer Lifecycle Management					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students understand the details of the selling process. Therefore, they know about the organization of the sales team and the sales force management. Regarding the customers, they know how to assess customer value and how to create a long-term customer relationship. They also know how they can use big data to forecast.					
Content	<ul style="list-style-type: none"> • Sales Management • Sales Organization • Sales Force Management • Personal Selling • Customer Relationship Management • Consumer Behaviour and Big Data 					
Literature	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> • WAYSHAK, Marc, The High-Velocity Sales Organization. 2018, ISBN 0985411333 • SOLOMON, Michael R., Søren ASKEGAARD and Margaret HOGG, 2019, 7. edition. ISBN 978-1292245423 • WEINBERG, Mike, 2015. Sales management. Simplified.: The Straight Truth about Getting Exceptional Results from Your Sales Team. F. edition. New York: Amacom - American Management Association. ISBN 9780814436431 					

Supply Chain Management in Retailing						
Module Title	Supply Chain Management in Retailing			Module No	4.3	
Lecturer / responsible for module	Sternbeck, Michael					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester only summer term					
Parts of the module	Supply Chain Management in Retailing					
Learning methods	Seminar course with exercises					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Goal of the course is to understand supply chain planning and logistics execution in the retail and consumer goods industries. Motivated by practical challenges, the students can differentiate, explain and evaluate different logistics tasks on the strategic, tactical and operational planning level.					
Content	<p>Main content of the course is:</p> <ul style="list-style-type: none"> • Relevance of supply chain management in the retail context • Strategic supply network configuration • Distribution concepts and delivery mode planning • Warehouse management • Transportation management • Instore operations management • Omnichannel operations 					
Hint	A non-programmable pocket calculator can be used during the exam.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BOZARTH, Cecil B. and Robert B. HANDFIELD, 2016. Introduction to Operations and Supply Chain Management. 4. Edition. Harlow: Pearson. • CHRISTOPHER, Martin, 2016. Logistics and Supply Chain Management. 5. Edition. Harlow: Pearson Education. • HÜBNER, Alexander, KUHN, Heinrich, STERNBECK, Michael, 2013. Demand and Supply Chain Planning in Grocery Retail: An Operations Planning Framework. In: International Journal of Retail & Distribution Management. 41(7) 					
	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> • CHOPRA, Sunil and Peter MEINDL, 2013. Supply Chain Management. 5. Edition. Harlow: Pearson. • FERNIE, John and Leigh SPARKS, 2019. Logistics and Retail Management. 5. Edition. London: Kogan Page. 					

Retail and Consumer Project						
Module Title	Retail and Consumer Project			Module No	5.	
Lecturer / responsible for module	Knoppe, Marc					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Retail and Consumer Project					
Learning methods	Seminar / project thesis					
Prerequisite according to Study and examination regulation	None					
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
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Seminar work					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The objective of the Retail and Consumer Project is to carry out a personal retail project in a professional way. This gives students the opportunity to put into practice the methodological and technical competences acquired during their studies and to show their ability to work independently. Within the Retail and Consumer Project students gain professional work experience and get familiar with retail business processes.</p>					
Content	<p>The Retail and Consumer Project is based on the Retail Lab: Consumer Projects and Project Management. A project might be for instance a retail start-up, a multinational retail project, a retail business case or a special retail project in cooperation with a well-known retailer.</p> <p>Students will have 1-2 supervisors for their Retail and Consumer Project:</p> <ol style="list-style-type: none"> 1. An academic supervisor: a THI professor who will follow the project. 2. Maybe also a company supervisor: a representative of a company who will follow the student's work <p>Typical project phases:</p> <ul style="list-style-type: none"> • problem definition • analysis and market research • design phase • project documentation • project implementation • presentation of the project results 					
Hint	The module is to be completed in the 2 nd and/or 3 rd semester.					
Literature	Depending on the research question in the project					

Master Thesis						
Module Title	Master Thesis			Module No	6.	
Lecturer(s) / responsible for module /in	Knoppe, Marc; Hackl, Oliver; Vogler, Thomas; Stummeyer, Christian; Fend Lars					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 Semester winter and summer term					
Parts of the module	Master Thesis					
Learning methods	Tutorial					
Prerequisite according to Study and examination regulation	<p>Release of the Master Thesis subject assumes the successful completion of credits and examinations totaling at least 30 ECTS.</p> <p>There is a six-month preparation period for the Master Thesis.</p> <p>The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.</p>					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	<p>The master's thesis seminar will support students in planning and preparing their master thesis. Furthermore, they get an early feedback on their master thesis idea. The seminar is designed for comprehensive preparation (e.g. short presentation of master's thesis proposals, discussion of results and methodological problems). General basics like APA style, literature research and management will be prepared and discussed. The seminar offers a great opportunity for reflection of student's research projects and questions.</p> <ul style="list-style-type: none"> - Support in choosing a topic for a master's thesis - Understanding and practical implementation of the guidelines for the preparation of a master thesis proposal - Developing an understanding of the structure and style requirements of a master's thesis 					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	25	23 h	0 h	602 h	625 h
Method of assessment / Requirements for credit points	Master Thesis and colloquium presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students will show their scientific competence and knowledge.					
Content	<ul style="list-style-type: none"> • the Master Thesis will be coached and evaluated by a professor • students choose their topics individually 					
Hint	<ul style="list-style-type: none"> • Deadline winter term: January 15th • Deadline summer term: July 15th 					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • Depends on the topic of the Master's Thesis <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • GLASMAN-DEAL, 2010. <i>Science Research Writing for Non-Native Speakers of English</i>. ICP, ISBN 1-84816-310_X • GHOURI, P, and K. GRONHAUG, 2010. <i>Research methods in Business Studies</i>. 4. Edition. ISBN 0273712047 					