

Attachment to the study and examination regulation for the Master's programme Retail and Consumer Management at the Technische Hochschule Ingolstadt of 12 December 2016

Overview of modules and performance records

1	2	3	4	5	6	7	8
Serial no.	Modules	SWS	Type of course	Examination	Course-related assessments which have to be passed and compose the final grade (weighting for the composition of the final grade is 1.0 unless indicated otherwise)	Weighting for the final grade (in %)	Credit points (ECTS points)
				Type and duration in minutes			
1.	Retail Operations						
1.1	Retail Lab: Consumer Projects and Project Management	4	SC / E		Lec, 15-30 ³⁾	5	5
1.2	Retail and Consumer Management	4	SC / E	WE, 90 - 120		5	5
1.3	Electives	4	SC / E		PT ^{2) 4)}	5	5
2.	Market Research and Market Environment						
2.1	Market Research and Consumer Behaviour in Retailing	4	SC / E		PT ²⁾	5	5
2.2	Trademark, Retail and Consumer Law	4	SC / E	WE, 90 -120		5	5
2.3	Retail Locations and International Retailing	4	SC/ E	OE, 15-45		5	5
3.	Retail Concepts						
3.1	Digital Commerce	4	SC / E		PT ²⁾	5	5
3.2	Retail Branding and Store Marketing	4	SC / E		PT ²⁾	5	5
3.3	Strategic Retail Management, Merger and Acquisitions in Retailing	4	SC / E		Lec, 15-30 ³⁾	5	5
4.	Value Management						
4.1	Digital Marketing	4	SC / E		PT ²⁾	5	5
4.2	Sales and Customer Lifecycle Management	4	SC / E	WE, 90 -120		5	5

4.3	Supply Chain Management in Retailing	4	SC / E	WE, 90 - 120		5	5
5.	Retail and Consumer Project	4	S / PT		PT ²⁾	10	5
6.	Master Thesis		MT ¹⁾		Coll ¹⁾ , 15-45	30	25
7.	Total	52				100	90

Abbreviations

SWS	semester weeks	PT	project thesis
SC	seminar course	Lec	lecture
E	exercise	MT	Master thesis
S	seminar		
WE	written exam		
OE	oral exam		
Coll	colloquium		

Notes

- 1) The grades of the Master thesis and the colloquium presentation (lecture and discussion relating to the research findings of the Master thesis, 15-45) will be weighted 4/1. An overall grade will be issued. If the Master thesis is completed at an external company, the colloquium lecture may also be carried out at that company.
- 2) The module will be concluded with a project thesis that corresponds to one of the following alternatives:
 - Practical work (to be performed during the semester, written composition of a topic with practical relevance, approx. 10-15 pages, with presentation at the event (15-30 minutes)) or
 - Seminar work (to be performed during the semester, written composition of a research topic, approx. 10-15 pages, with presentation at the event (15-30 minutes)) or

Further details are specified by the faculty council in the module handbook. Every course must be passed with at least a satisfactory grade.

- 3) The lectures are to be carried out during the semester.
- 4) Electives are specified by the faculty council in the module handbook. Providing a deep insight into retail-specific topics and retail & consumer management trends is the qualification objective. In addition students have to furnish proof of capability to develop independent a topic-specific paper.