

Case Study Seminar in International Retail Management (English)

Module Title		Case Study Seminar in International Retail Management (English)			
Module Title in English		Case Study Seminar in International Retail Management			
Module Leader		Prof. Dr. rer. pol. Ellen Roemer			
Teaching Staff		Prof. Dr. Ellen Roemer			
Course language/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel III	180 h	3	as of 4th semester	Every semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	At the end of the module students will be able to ...				
	<p>to repeat earlier acquired knowledge and / or to independently search for new knowledge regarding international retail management,</p> <p>to apply this knowledge in order to solve case studies in international retail management,</p> <p>to work in groups, to discuss different solutions and to come to an agreement regarding one preferred solution, as well as</p> <p>to present case study solutions in class.</p>				
3	Contents				
	<p>Solution of case studies in international retail management</p> <p>Principles of retail management</p> <p>Strategies and strategic options</p> <p>Internationalisation of retail management</p>				
4	Teaching Methods				
	<p>Problem based learning</p> <p>key competences: elaboration and systematization of new knowledge, team work, presentations, academic writing.</p>				
5	Content-Related Module Prerequisites				
	<p>Modul 'Principles of International Retail Management'</p> <p>Modul 'E-Commerce'</p>				
6	Formal Module Prerequisites				
	keine				
7	Type of Exams				
	Will be determined by the module leader at the beginning of the semester, e.g., individual presentation (50%) and individual report (50%)				
8	Prerequisite for the Granting of Credits				

	Pass all assessment forms												
9	<p>This Module Appears in:</p> <table border="0"> <thead> <tr> <th>Course of Studies</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19</td> <td>Compulsory Module</td> </tr> <tr> <td>E-Commerce_BPO 2017</td> <td>Elective Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> </tbody> </table>	Course of Studies	Status	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module	E-Commerce_BPO 2017	Elective Module	Modules in English at HRW	Elective Module
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10	<p>Weighting of Grade in Relationship to Final Grade</p> <p>Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits</p>												
11	<p>Additional Information / Literature</p> <p>The module lessons are in English. Any form of the assignment will be in English as well</p>												