

Pflichtmodule 4. Semester

Case Study Seminar in International Retail Management (including Academic Writing) (English)

Module Title		Case Study Seminar in International Retail Management (including Academic Writing) (English)			
Module Title in English		Case Study Seminar in International Retail Management (including Academic Writing)			
Module Leader		hrw/roemer.ellen			
Teaching Staff		Prof. Dr. Ellen Roemer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel III	180 h	6	4th semester	Every Summer semester	1 semester
1	Type of Course		Scheduled Learning	Independent Study	Approx. Number of Participants
	Module Component B: Lecture 1,5 h/week including Exercise: Module Component A: Lecture 4 h/week including Exercise:		5,5 h/week (= 82,5 h)	Total: 97,5 h	Module Component B: Lecture including Exercise Module Component A: Lecture including Exercise
2	Learning Outcomes / Competences At the end of the module students will be able to ... At the end of the module students will be able to ... <ul style="list-style-type: none"> • to independently search for new knowledge regarding international retail management, • to apply this knowledge in order to solve case studies in international retail management, • to work in groups, to discuss different solutions and to come to an agreement regarding one preferred solution, • to present case study solutions in class, as well as • to write an academic report. 				
3	Contents Module Component A <ul style="list-style-type: none"> • Solution of case studies in international retail management • Principles of retail management • Internationalisation of retail management • Analysis of primary and secondary retail data Module Component B				

