

Program and Course Description

Global Business

Master of Arts (M. A.)

THI Business School

Study and Examination Regulation: WS 23/24 (per 23.01.2023)

as per: Winter Semester 2024/2025 (08.08.2024)



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1 Overview of modules and hours (1st – 4th Semester) *

Start in Winter Semester:

CURRICULUM GLOBAL BUSINESS		1st Semester WS		2nd Semester SS		3rd Semester WS		4th Semester SS	
SPO No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
1	Global Business and Economics 1	4	5						
2	Intercultural Competencies	4	5						
3	Global Business Model Design	4	5						
7	Modern Leadership	4	5						
5	Global Business and Economics 2			4	5				
6	Global Business Case Studies			4	5				
4	Research methods for Business			4	5				
8	Advanced Topics in Internationalization			4	5				
9	Specialisation modules in Global Business***					2x4 =8	2x5 =10	2x4 =8	2x5 =10
10	Management Elective					4	5		
11	Master Thesis								25
Total		16	20	16	20	12	15	8	35

*All further details are specified in the attachment of the respective Study and Examination Regulation (SPO WS23/24) [here](#).

** Hours per week.

*** Will be taken in semester 3 and 4.

Start in Summer Semester:

CURRICULUM GLOBAL BUSINESS		1st Semester SS		2nd Semester WS		3rd Semester SS		4th Semester WS	
SPO No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
1	Global Business and Economics 1			4	5				
2	Intercultural Competencies			4	5				
3	Global Business Model Design			4	5				
7	Modern Leadership			4	5				
5	Global Business and Economics 2	4	5						
6	Global Business Case Studies	4	5						
4	Research methods for Business	4	5						
8	Advanced Topics in Internationalization	4	5						
9	Specialisation modules in Global Business***					2x4 =8	2x5 =10	2x4 =8	2x5 =10
10	Management Elective					4	5		
11	Master Thesis								25
Total		16	20	16	20	12	15	8	35

** Hours per week.

*** Will be taken in semester 3 and 4.

2 Description of Modules

2.1 General compulsory modules

2.1.1 Global Business and Economics 1			
Module abbreviation:	GBU_GBE1	SPO-No.:	1
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business and Economics 1		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90-120 written examination 90 minutes		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students learn to understand the impact of globalization on business and the global economy. • Students learn to analyze the competitive environment in global markets. • Students learn to develop cross-cultural communication and negotiation skills. • Students learn to identify opportunities and challenges presented by emerging markets. 			
Content:			
<ul style="list-style-type: none"> • Understanding globalization and its impact on business • Theories of international trade and investment • Analyzing the competitive environment in global markets • Global supply chain management and logistics • Corporate social responsibility in a global context • Cross-cultural communication and negotiation skills • Emerging markets and the challenges and opportunities they present • Emerging issues in global economics, such as climate change and inequality 			

- The role of culture and social norms in global economics
- Ethical considerations in global economics and business practices

Literature:*Compulsory:*

None

Recommended:

- VELASQUEZ, Manuel G., 2013. *Business Ethics: Concepts and Cases*. 7th edition. Harlow: Pearson Education, Limited. ISBN 978-1-292-02281-9, 978-1-292-03601-4
- LÜTGE, Christoph, UHL, Matthias, 2021. *Business Ethics: An Economically Informed Perspective* [online]. Oxford, United Kingdom: Oxford University Press PDF e-Book. ISBN 978-0-19-189685-9. Available via: 20.500.12854/112311.

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.2 Intercultural Competencies

Module abbreviation:	GBU_IC	SPO-No.:	2
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Ferrell, Beroz		
Lecturers:	Ferrell, Beroz		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Intercultural Competencies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	seminar paper and presentation		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • An enhanced understanding of issues related to diversity and intercultural communication • An increased commitment to valuing similarities and differences in individuals • An increased understanding of how individual differences can strengthen a group or organization • An enhanced ability to be open to discussions about the deeper implications of diversity and intercultural communication through dialogue • The ability to apply learning to real world experience in global business 			
Content:			
<ul style="list-style-type: none"> • Cultural intelligence and its importance in global business • Developing empathy and cultural sensitivity • Overcoming stereotypes and biases in cross-cultural contexts • Understanding cultural differences and their impact on business interactions • Communication skills for multicultural environments • Strategies for building trust across cultures • Resolving conflicts in intercultural settings • 5 Core skills for being effective in a diverse world • Demonstrate learning through the completion of assigned reading, research, class participation, group projects and presentations 			

Literature:*Compulsory:*

- Course Workbook with relevant learning materials and tools (downloadable on Moodle) to be brought to class.

Recommended:

- BANAJI, Mahzarin R. and Anthony G. GREENWALD, 2013. *Blindspot: hidden biases of good people*. New York: Delacorte Press. ISBN 978-0-553-80464-5, 978-0-440-42329-4
- MEYER, Erin, 2015. *The culture map: decoding how people think, lead, and get things done across cultures*. 1st edition. New York, NY: PublicAffairs. ISBN 978-1-61039-276-1

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.3 Global Business Model Design

Module abbreviation:	GBU_GBMD	SPO-No.:	3
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business Model Design		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	seminar paper and presentation		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students learn to understand different business models and how they apply to global markets. • Students learn to identify sources of competitive advantage in global business. • Students learn to design a global value chain that maximizes efficiency and effectiveness. • Students learn to develop global marketing strategies. • Students will play a business simulation in teams. Our teams will play against students from a northern German university. 			
Content:			
<ul style="list-style-type: none"> • Understanding different business models and how they apply to global markets • Identifying sources of competitive advantage in global business • Designing a global value chain that maximizes efficiency and effectiveness • Developing global marketing strategies • Understanding the role of technology in global business model design • Innovating and adapting business models to changing global conditions • Analyzing the impact of cultural differences on business models • Identifying and managing risks in global business models • Balancing local and global needs in business model design • Business Simulation 			

Literature:*Compulsory:*

None

Recommended:

- HILL, Charles W. L. and G. Tomas M. HULT, 2020. *Global Business Today*. 11th edition. New York, NY: McGraw-Hill Education. ISBN 978-1-260-56581-2
- KEEGAN, Warren J. and Mark C. GREEN, 2020. *Global marketing*. 10th edition. Harlow, England: Pearson. ISBN 978-1-292-30402-1, 1-292-30402-2

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.4 Research methods for Business

Module abbreviation:	GBU_RMB	SPO-No.:	4
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Fend, Lars		
Lecturers:	Fend, Lars		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Research methods for Business		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The aim of the seminar is to prepare students for the researching and writing of high-quality academic papers (from seminar papers to Master's thesis).</p> <p>In this context students know the characteristics of scientific research and academic writing to contribute to scientific and practical solutions.</p> <p>They know the general rules and principles of good academic work, as well as the consequences of non-compliance with these rules.</p> <p>In addition, students are able to self- and group-organize and work out different topic blocks for milestone dates and are able to overcome typical challenges in the research and writing process.</p> <p>Finally, students learn to collaborate effectively to achieve academic excellence.</p>			
Content:			
<ul style="list-style-type: none"> • Understanding the compositional approaches for designing qualitative, quantitative, and mixed methods research in the social sciences • Deciding on a suitable research method • Literature research (library, databases, Internet, ...) • If necessary, survey of companies (e.g. questionnaire) • Preparation of academic papers and presentations according to academical standards 			

Literature:*Compulsory:*

- CRESWELL, John W. and J. David CRESWELL, 2023. *Research design: qualitative, quantitative, and mixed methods approaches*. 6th edition. Los Angeles ; London ; New Delhi ; Singapore ; Washington DC ; Melbourne: Sage. ISBN 978-1-07-181794-0

Recommended:

- BOOTH, Wayne C. and others, 2016. *The craft of research*. 4th edition. Chicago ; London: The University of Chicago Press. ISBN 978-0-226-23956-9, 978-0-226-23973-6
- MERRIAM, Sharan B. and Elizabeth J. TISDELL, 2016. *Qualitative research: a guide to design and implementation*. 4th edition. San Francisco, CA: Jossey-Bass. ISBN 978-1-119-00361-8
- LOZANO, Raul A.R., 2022. *Quantitative research and scientific publications: Theories, methods and models*. 1st edition. London: Our Knowledge Publishing. ISBN 9786205471081

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.5 Global Business and Economics 2			
Module abbreviation:	GBU_GBE2	SPO-No.:	5
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Rauscher, Alois		
Lecturers:	Rauscher, Alois		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business and Economics 2		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90-120 written examination 90 minutes		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students will learn to:			
<ul style="list-style-type: none"> • understand the role of multinational corporations in the global economy. • explain the determination of exchange rates and the international monetary system. • describe the dynamics of the foreign exchange market. • apply foreign exchange risk management techniques. • understand international debt and equity markets. • conduct a country risk analysis. • apply concepts related to capital budgeting and cross-border merger & acquisition management of a multinational corporation. 			
Content:			
<ul style="list-style-type: none"> • The role of multinational corporations in the global economy • Corporate governance from a global perspective • The determination of exchange rates and the international monetary system • The foreign exchange market • Foreign exchange risk management • International debt and equity markets • The impact of economic policies on global business and country risk analysis 			

<ul style="list-style-type: none">• Capital budgeting for the multinational corporation• Critical aspects regarding cross-border mergers and acquisitions
Literature:
<i>Compulsory:</i> None
<i>Recommended:</i> <ul style="list-style-type: none">• EUN, Cheol S. , Bruce G. RESNICK and Tuugi CHULUUN , 2021. <i>International Financial Management</i>. 9th edition. New York: McGraw-Hill. ISBN 978-1-260-57531-6; 1-260-57531-4• SHAPIRO, Alan C. and Paul HANOUNA , 2020. <i>Multinational Financial Management</i>. 11th edition. Hoboken: Wiley. ISBN 9781119559849
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.6 Global Business Case Studies

Module abbreviation:	GBU_GBCS	SPO-No.:	6
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business Case Studies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>In the 'Global Business Case Studies' module of our Master's Program, students will learn a diverse array of skills and knowledge essential for understanding and navigating the complex landscape of global business.</p> <ul style="list-style-type: none"> • analyze real-world examples of global business successes and failures • apply theoretical concepts from other lectures to real-world cases • develop critical thinking and problem-solving skills through case analysis • develop recommendations for companies facing global business challenges 			
Content:			
<ol style="list-style-type: none"> 1. Gain an In-Depth Understanding of the Global Business Environment: Students will learn about the current trends, challenges, and opportunities in international markets, equipping them with a comprehensive understanding of the global business landscape. 2. Develop Skills in Analyzing Market Entry Strategies: Through detailed case studies, students will learn to analyze both successful and unsuccessful market entry strategies, gaining insights into the nuances of joint ventures, acquisitions, franchising, and direct investments. 3. Understand Global Supply Chain Management: Students will learn how companies manage complex global supply chains. This includes insights into logistics, supplier relationships, and risk management. 			

4. **Acquire Knowledge in Cross-Cultural Management and Communication:** The course will provide students with an understanding of the importance of cultural differences in global business operations. Students will learn strategies for effective cross-cultural communication and management practices.
5. **Learn About Global Marketing Strategies:** Students will explore how companies adapt their marketing strategies for different global markets, studying cases on localization versus standardization, global branding, and digital marketing approaches.
6. **Master International Financial Management Concepts:** The course will cover how businesses manage currency risks, global taxation, and adhere to international financial regulations, helping students understand the financial aspects of global business.
7. **Understand CSR in a Global Context:** Students will learn about how multinational corporations handle corporate social responsibility (CSR), ethical considerations, and sustainable business practices in different countries.
8. **Explore Global E-Commerce Trends and Challenges:** Students will study the challenges faced by e-commerce giants and startups in the global marketplace, including logistics, digital payment systems, and cross-border regulations.
9. **Learn About Innovation in Global Business:** The course will provide insights into how companies foster innovation to stay competitive in the global market, including case studies on global R&D strategies, collaboration, and knowledge sharing.
10. **Understand the Dynamics of Emerging Markets:** Students will learn about the strategies, risks, and potentials of businesses entering and succeeding in emerging markets, giving them a practical perspective on high-growth regions.

Literature:*Compulsory:*

- HILL, Charles W. L. and G. Tomas M. HULT, 2019. *International business: competing in the global marketplace*. 12th edition. New York, NY: McGraw-Hill Education. ISBN 1-260-09234-8, 978-1-260-09234-9
- Harvard Business Review Case Studies
- Stanford Graduate School of Business Case Studies

Recommended:

None

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.7 Modern Leadership

Module abbreviation:	GBU_ML	SPO-No.:	7
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Hackl, Oliver		
Lecturers:	Hackl, Oliver		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Modern Leadership		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	mdIP - oral exam, 15-20 minutes		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Basic knowledge in HR management and leadership.			
Objectives:			
Students learn to			
<ul style="list-style-type: none"> • understand the changing nature of leadership in the global new normal • build, motivate and manage high-performance teams in a fast changing and increasingly digitized world • correspondingly lead change and innovation in global organizations 			
Content:			
<ul style="list-style-type: none"> • Introduction to Modern Leadership in the New Normal • Adapting Leadership Styles for the New Normal • Organizational Behavior and Decision Making • Motivating and Engaging High-Performance Teams • Effective Communication & Coaching • Embracing Digital Transformation in Leadership • Leading in the Midst of Chaos, Crisis and Uncertainty • Cultivating Diversity, Equity and Inclusion in Leadership • Ethical and Emotional Leadership in the New Normal • Nurturing Innovation and Creativity in Leadership • Leading Change and Transformation • The Future of Leadership: Trends and Emerging Practices 			

<ul style="list-style-type: none">• Overview of the Oral Exam Format, including the Structure, Duration, and Assessment Criteria
Literature:
<p><i>Compulsory:</i> None</p> <p><i>Recommended:</i></p> <ul style="list-style-type: none">• KAHNEMAN, Daniel, 2012. <i>Thinking, fast and slow</i>. [London]: Penguin Books. ISBN 978-0-141-03357-0, 0-141-03357-6• GOLEMAN, Daniel, Richard E. BOYATZIS and Annie MCKEE, 2004. <i>Primal leadership: learning to lead with emotional intelligence</i>. Boston, Mass.: Harvard Business School Press. ISBN 978-1-59139-184-5, 1-59139-184-9• ALSUWAIDI, Faisal and CHATGPT, 2023. <i>Beyond the Horizon: Uncharted Territories in Modern Leadership</i>. ISBN 979-8389502468• CULBERTSON, Lloyd and Michael Scott PARKS, 2023. <i>Leadership Today. How to Harness The Power Of Modern Leadership Practices</i>. ISBN 979-8386384081
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.8 Advanced Topics in Internationalization

Module abbreviation:	GBU_ATI	SPO-No.:	8
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Knoppe, Marc		
Lecturers:	Knoppe, Marc		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Advanced Topics in Internationalization		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	The module is offered in other master's degree programs as well.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students are familiar with the reasons for, objectives, forms, chances and threats of going and being international in business. They know how to deal theoretically and practically with various factors that impact the process of internationalizing and measures which could be used to handle the same. Case studies will help and be used to exercise contents learned.</p> <p>Students know selected instruments and strategies for the design and further development of an international concept and are shown specific features, problems and characteristic traits of international business in a problem-orientated way. As a result, students are able to apply the tools of internationalisation.</p>			
Content:			
<p>International Trends</p> <ul style="list-style-type: none"> • Development of branded environments • Technical aspects and sustainable aspects. • International Experience <p>Development, relevance & dimensions of internationalization in business</p> <ul style="list-style-type: none"> • Strategies and instruments • Chances and threats • Case studies 			

Literature:*Compulsory:*

- KONINA, Natalia, 2021. *Digital strategies in a global market: navigating the fourth industrial revolution* [online]. Cham: palgrave macmillan PDF e-Book. ISBN 978-3-030-58267-8. Available via: <https://doi.org/10.1007/978-3-030-58267-8>.
- FUCHS, Manfred, 2022. *International Management: The Process of Internationalization and Market Entry Strategies* [online]. Berlin: Springer Gabler PDF e-Book. ISBN 978-3-662-65870-3. Available via: <https://doi.org/10.1007/978-3-662-65870-3>.

Recommended:

None

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.1.9 Master Thesis

Module abbreviation:		SPO-No.:	11
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter and summer term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas; N.N.		
Credit points / SWS:	25 ECTS / 0 SWS		
Workload:	Contact hours:	23 h	
	Self-study:	602 h	
	Total:	625 h	
Subjects of the module:	Master Thesis		
Lecture types:	Final Thesis		
Examinations:	Koll/MA: Master thesis with colloquium (weight 4:1)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
Release of the Master Thesis subject assumes the successful completion of credits and examinations totaling at least 30 ECTS. There is a six-month preparation period for the Master Thesis. The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.			
Recommended prerequisites:			
None.			
Objectives:			
The students demonstrate that they can independently work out a complex problem in the field of Global Business in a comprehensive, practice-oriented, and scientifically sound manner within a specified period. The students prove that they can intensively analyze and process complex problems, communicate professionally with possible partners, and come to decisions or find solutions. Students must demonstrate the ability to independently understand, apply, and create scientific theory. The student will work on the research design, methods, and resulting implications.			
Content:			
<ol style="list-style-type: none"> 1. Individual definition of the topic of the master thesis 2. Planning of the master thesis 3. Project realization by applying the acquired scientific skills and methods 4. Project controlling and interaction with the primary supervisor 5. Presentation of results in the form of a scientific paper and peer-discussion <p>The Master Thesis will be coached and evaluated by a professor. Students choose their topics individually.</p>			

Literature:*Compulsory:*

- APA Style Guide – Publication Manual of the American Psychological Association, Seventh Edition (2020) American Psychological Association, available at: <https://apastyle.apa.org/style-grammar-guidelines>
- Bell, E., Bryman, A. & Harley, B. (2022). Business research methods. Sixth edition. Oxford: Oxford University Press

Recommended:

- GLASMAN-DEAL, Hilary, 2021. Science research writing: for native and non-native speakers of English. 2nd Edition. New Jersey; London; Singapore; Beijing; Shanghai; Hong Kong; Taipei; Chennai; Tokyo: World Scientific. ISBN 978-1-78634-783-1, 978-1-78634-784-8

Additional remarks:

If students seek to graduate in the respective term, the deadlines for the official hand-in of the thesis are:

- Deadline winter semester: January 15.
- Deadline summer semester: July 15.

Please note that the master colloquium has to be completed at least two weeks before the end of the semester (i.e., September 15 for the summer semester, February 28 for the winter semester).

2.2 Specialization modules in Global Business

The following specialization modules will be offered:

- Global Supply Chain and Logistics Management (SCM)
- Social Impact and Sustainability (SUS)

Students must choose one specialization and take the corresponding courses.

2.2.1 SCM/SUS - Sustainable Supply Chain Management			
Module abbreviation:	GBU-SCM+SUS-SSCM	SPO-No.:	9
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	winter and summer term
Responsible for module:	Sternbeck, Michael		
Lecturers:	Sternbeck, Michael		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Sustainable Supply Chain Management		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - oral exam, 15 minutes		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students...			
<ul style="list-style-type: none"> • ...recognize sustainability-relevant topics in supply chain management. • ...are able to analyze and evaluate supply chain solutions with regard to their sustainability relevance in all sustainability dimensions. • ...develop the ability to integrate sustainability goals into logistical decision-making processes. 			
Content:			
Selected sustainability-related aspects of supply chain management:			
<ul style="list-style-type: none"> • Closed loop supply chains, circular economy 			

- Sustainable packaging
- Ergonomics in Operations
- Planning and Measures against Food Waste
- Modern slavery in Supply Chains
- Integration of alternative drive technologies in transportation systems
- Integration of sustainability objectives in operational decision making processes
- Specific challenges of sustainability management in supply chain management

Literature:*Compulsory:*

- HEIZER, Jay, Barry RENDER and Chuck MUNSON, 2024. *Operations Management - Sustainability and Supply Chain Management*. 14. edition. Pearson Education: Harlow.
- GRANT, David B., Alexander TRAUTRIMS and Chee Yew WONG, 2022. *Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management*. 3. edition.
- BELVEDERE, Valeria and Alberto GRANDO, 2017. *Sustainable Operations and Supply Chain Management*.

Recommended:

None

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.2.2 SCM - Innovative Supply Chain Solutions

Module abbreviation:	GBU-SCM-ISCS	SPO-No.:	9
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	winter and summer term
Responsible for module:	Sternbeck, Michael		
Lecturers:	Hirl, Andreas; Sternbeck, Michael		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Innovative Supply Chain Solutions		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - project work		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The students:</p> <ul style="list-style-type: none"> • know innovative technical and planning solutions for procurement and supply chain management in companies. • are able to analyze and evaluate new technologies and planning approaches with their implications for the objectives of supply chain management. • are able to apply innovation management approaches to procurement and supply chain management issues. 			
Content:			
<ul style="list-style-type: none"> • State-of-the-art process design in procurement, production and distribution. • Technology and digitalization in supply chain management. • Paradigm shift on the way to Industry 4.0. • Technology and digitalization, especially in purchasing and procurement. • Integration of new approaches to procurement management, e.g., e-auctions. 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • selected papers of international journals (to be announced in the course of the lecture). 			

<i>Recommended:</i> None
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

2.2.3 SCM - Supply Chain Analytics

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Summer term
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Supply Chain Analytics		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students learn to			
<ul style="list-style-type: none"> • develop analytical models for supply chain optimization and performance management • understand the role of artificial intelligence and machine learning in supply chain analytics • develop effective data visualization and reporting practices for supply chain analytics • analyze the ethical implications of supply chain analytics, such as privacy and data security 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> • tbd 			
<i>Recommended:</i>			
<ul style="list-style-type: none"> • tbd 			
Additional remarks:			
The course is held on-site. However, under special circumstances, it may also take place virtually.			

2.2.4 SCM - Digital SCM Technologies			
Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Summer term
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Digital SCM Technologies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students learn to			
<ul style="list-style-type: none"> • identify relevant digital technologies for supply chain management, such as IoT and AI • develop effective digital supply chain strategies • develop effective data management and analytics practices for digital supply chains • understand the role of cloud computing and cybersecurity in digital supply chain management 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> • tbd 			
<i>Recommended:</i>			
<ul style="list-style-type: none"> • tbd 			
Additional remarks:			
The course is held on-site. However, under special circumstances, it may also take place virtually.			

2.2.5 SUS - Social Entrepreneurship

Module abbreviation:	GBU-SUS-SE	SPO-No.:	9
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Huber, Florian		
Lecturers:	Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Social Entrepreneurship		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - project work		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>This course aims to equip students with a comprehensive understanding of social entrepreneurship and the corresponding skill set to act on entrepreneurial ideas.</p> <p>The following learning goals will guide the course:</p> <ul style="list-style-type: none"> • Students understand the principles of social entrepreneurship. • Students know different cases of social entrepreneurship. • Students can describe various ways in which social entrepreneurship creates impact. • Students are able to describe and visualize different social entrepreneurship business models. • Students know how to marshal the necessary resources for a social entrepreneurship venture. • Students reflect on the behavioral principles related to successful social entrepreneurship. • Students can articulate their personal perspective towards social entrepreneurship. • Students develop confidence in their ability to be effective in the domain of social entrepreneurship. • Students can tie together their learning in a consistent pitch presentation. 			
Content:			
<p>In this course, three main themes will guide us throughout the semester. First, we will learn about social entrepreneurship and how it might differ from other startup stories we often see in popular media. Second, we will train selected necessary skills to be social entrepreneurs by working on a class project. Third, we will discuss how you can take action and bring your social venture ideas to market.</p>			

Theme 1: Learning about social entrepreneurship.

- Is social entrepreneurship different than other forms of entrepreneurship?
- What are different types of social entrepreneurship?
- What are successful and unsuccessful examples of social entrepreneurship?
- How does the German social entrepreneurship eco-system look like?

Theme 2: Developing through social entrepreneurship.

- How can I visualize and break down complex business models?
- How do I construct scenarios of possible futures?
- How can we define and measure impact in the context of a social venture?
- What forms of prototyping are effective in the context of social entrepreneurship?
- How do I communicate ideas for a social venture as a pitch presentation?
- How do I develop self-efficacy as a social entrepreneur?

Theme 3: Preparing for social entrepreneurship.

- What is my motivation to be a social entrepreneur?
- Who do I need to launch a social venture?
- How do I fund a social venture?
- How do I navigate the local startup ecosystem?

Literature:

Compulsory:

- Ashoka (2016). The guide to the 7 questions all social entrepreneurs should ask themselves. Ashoka Switzerland.
- Brown, T. & Wyatt, J. (2010). Design thinking for social innovation, Stanford Social Innovation Review. 3, 30-35.
- Bugg-Levine, A., Kogut, B. & Kulatilaka, N. (2012). A new approach to funding social enterprises. Harvard Business Review. 1.
- Gedeon, S. (2010). What is entrepreneurship?, Entrepreneurial Practice Review. 1(3), 16-35.
- GEM (recent edition). Global entrepreneurship monitor. Global Entrepreneurship Research Association. London: GEM.
- Kirsch, V., Bildner, J. & Walker, J. (2016). Why social ventures need systems thinking. Harvard Business Review. 3.
- Prokesch, S. (2011). The reluctant social entrepreneur. Harvard Business Review. 3.
- Osberg, S. R. & Martin, R. L. (2015). The keys to sustainable social enterprise. Harvard Business Review. 3.
- Sarasvathy, S. (2001). Causation and effectuation: Towards a theoretical shift from economic inevitability to entrepreneurial contingency, Academy of Management Review, 26(2), 243-263.

Recommended:

- Bland, D. & Osterwalder, A. (2019). Testing business ideas: A field guide for rapid experimentation. Hoboken, NJ: John Wiley & Sons.
- Burnett, B. & Evans, D. (2016). Designing your life: How to build a well-lived, joyful life. New York, NY: Alfred A. Knopf.
- Graham, P. (various dates). Essays. [website]
- Kawasaki, G. (2015). The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything. Second Edition. New York: Portfolio.
- Raz, G. (2016 – ongoing). How I built this. NPR. [podcast]
- Savoia, A. (2019). The right it: Why so many ideas fail and how to make sure yours succeed. New York, NY: HarperOne.
- Sinek, S. (2011). Start with why: How great leaders inspire everyone to take action. New York, NY: Portfolio / Penguin.

- Social Entrepreneurship Netzwerk Deutschland (recent edition). Deutscher Social Entrepreneurship Monitor. SEND e.V.
- Vallor. S. (2018). Technology and the virtues: A philosophical guide to a future worth wanting. Oxford: Oxford University Press.

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.2.6 SUS - Sustainable HR Management

Module abbreviation:	GBU-SUS-SHRM	SPO-No.:	9
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Lieske, Claudia		
Lecturers:	Lieske, Claudia; Wolfenstetter, Silke		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Sustainable HR Management		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - project work		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
The students know about the aspects of sustainability management with a focus on the role of human resource management. They have comprehensive knowledge about tools and instruments available for the sustainable management of people with dedicated attention to HR practices and health management.			
Content:			
The course will examine different aspects about sustainable HR Management and health management.			
<ul style="list-style-type: none"> • Students analyse the role of corporate sustainability and CSR for the human resource management practice. • Students reflect and evaluate the different practices in health management. • Students develop and produce a research paper that explains a particular issue or phenomenon of the discussion on sustainable HR and health management. 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> • HASKI-LEVENTHAL, D., L. ROZA and S. BRAMMER, 2020. <i>Employee Engagement in Corporate Social Responsibility</i>. London: SAGE Publications. ISBN 978-1526496508 • EHNERT, I., W. HARRY and K. ZINK, 2015. <i>Sustainability and Human Resource Management: Developing Sustainable Business Organizations</i>. ISBN 978-3642435867 			

- PANDEY, Anamika and Balamurugan BALUSAMY, 2023. *Disruptive artificial intelligence and sustainable human resource management : impacts and innovations : the future of HR*. Gistrup, Denmark: River Publishers. ISBN 978-87-7022-990-6
- MEISSNER, Ulrike Emma, 2022. *Nachhaltiges Human Resources Management*. Berlin: Peter Lang Gmbh, Internationaler Verlag Der Wissenschaften. ISBN 978-3-631-86728-0
- SITKO, Rafal, 2023. *Sustainable human resource management: using HRM to achieve long-term social, environmental and business goals*. London ; New York, NY ; New Delhi: Kogan Page. ISBN 978-1-3986-0671-5
- GUTMANN, J., 2019. *Controlling im betrieblichen Gesundheitsmanagement: Instrumente, Kennzahlen und Best Practices*. 1. edition.
- AREZES, P., 2024. *Occupational and Environmental Safety and Health V*. 1. edition. ISBN 978-3-031-38277-2
- PFANNSTIEL, M. and H. MEHLICH , 2016. *Betriebliches Gesundheitsmanagement: Konzepte, Maßnahmen, Evaluation*. 1. edition. Wiesbaden: Springer Gabler.

Recommended:

- MITCHELL, R.J., BATES, P., 2011. Measuring Health-Related Productivity Loss. In: *Population Health Management* . 2011(14:2), p.93-98.
- TREIER, M., 2022. *Corporate Health Management 4.0 in the Digital Age*. 1. edition. Wiesbaden: Springer Fachmedien .

Additional remarks:

The main part of the module is a block seminar that will take place from December 4th to 6th, 2024 in the Possenhofen Youth Hostel with a presentation of the seminar papers of all students. There will be accommodation and food costs for the youth hostel which have to be paid by the students.

The rest of the course can take place either partially or entirely in a virtual format.

2.2.7 SUS - Social Impact, Sustainability and Compliance

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3,4
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Summer term
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Social Impact, Sustainability and Compliance		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> analyze the impact of cultural and social factors on social impact and sustainability develop effective communication and marketing strategies for sustainability initiatives understand the role of green marketing and eco-labeling in promoting sustainability develop effective compliance management practices for sustainability regulations 			
Content:			
<ul style="list-style-type: none"> tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> tbd 			
Additional remarks:			
The course is held on-site. However, under special circumstances, it may also take place virtually.			

2.3 Management Electives

At the moment, the following Management Electives are offered:

- Entrepreneurship Coaching (summer and winter term)
- Global Entrepreneurship & Intercultural Leadership (summer term)
- Future Business Modelling (winter term)
- International Management (winter term)
- Management Accounting & International Taxation (winter term)
- Consumer Experience Management (winter term)
- Digital Analytics and Artificial Intelligence in Retailing (winter term)
- Retail and Consumer Project (winter term)
- Retail Locations and International Retailing (winter term)

2.3.1 Entrepreneurship Coaching			
Module abbreviation:	MVM_EC	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Summer and winter term
Responsible for module:	Bader, Martin		
Lecturers:	Bader, Martin		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	79 h	
	Total:	126 h	
Subjects of the module:	Entrepreneurship Coaching		
Lecture types:	Seminar		
Examinations:	project report		
Usability for other study programs:	This module is offered by the master's degree program Marketing/Vertrieb/Medien.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
After successful participation in the module course, students are able to:			

<ul style="list-style-type: none"> • develop and evaluate a business idea themselves and differentiate it into a consistent business plan. • identify the success factors for certain types of business and derive appropriate measures for implementation. • consistently prepare the implementation and initiate or actually introduce the business idea to the market by founding a company. • prepare specifically for participation in start-up competitions and fulfil the challenges that arise there.
<p>Content:</p> <ul style="list-style-type: none"> • Ideation • Value Proposition Design • Business Model Canvas • Business Model Innovation • Minimal Viable Product & Preto-/Prototyping • Business Planning
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • AULET, Bill, Thomas DEMMIG and Marius URSACHE, 2013. <i>Disciplined entrepreneurship: 24 steps to a successful startup</i>. Hoboken, NJ: Wiley. ISBN 978-1-118-69228-8, 978-1-118-72088-2 • BAYSTARTUP GmbH, 2022. Handbuch Businessplan-Erstellung, Der Weg zum erfolgreichen Unternehmen. [online]. https://www.bay-startup.de/startups/handbuch-businessplan-erstellung: BayStartUP GmbH, 18.07.2022 [Accessed on: 18.07.2022]. Available via: https://www.bay-startup.de/fileadmin/Dokumente/Downloads/Handbuch_Businessplan_Erstellung.pdf <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • KAWASAKI, Guy, 2015. <i>The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything</i>. London: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0 • RIES, Eric, 2017. <i>The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses</i>. New York: Currency. ISBN 978-1-5247-6240-7 • FUEGLISTALLER, Urs, FUST, Alexander, MÜLLER, Christoph, MÜLLER, Susan, ZELLWEGGER, Thomas, 2019. <i>Entrepreneurship: Modelle – Umsetzung – Perspektiven : Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-26800-8. Available via: https://doi.org/10.1007/978-3-658-26800-8. • GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CSIK, 2017. <i>Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler Business Model Navigator</i>. 2. edition. München: Hanser. ISBN 978-3446451759 • GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CHOUDURY, 2020. <i>Business Model Navigator: The Strategies Behind the Most Successful Companies</i>. 2. edition. Harlow: Pearson. ISBN 978-1292327129 • OSTERWALDER, Alexander and Yves PIGNEUR, 2010. <i>Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer</i>. ISBN 978-3-593-39474-9 • OSTERWALDER, Alexander and Yves PIGNEUR, 2014. <i>Value Proposition Design: How to Create Products and Services Customers Want</i>. ISBN 978-1118968055
<p>Additional remarks:</p> <p>Coaching is carried out (where possible) in cooperation with a business partner as a business mentor. Through this co-operation, each team receives a business mentor in addition to support from the THI lecturer.</p> <p>Project work</p> <p>The aim is, among other things, to use the various media in the further development of business models and for the final presentation.</p> <p>The course is held on-site. However, under special circumstances, it may also take place virtually.</p>

2.3.2 Global Entrepreneurship & Intercultural Leadership

Module abbreviation:	EDB_GE&IL	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	McDonald, James		
Lecturers:	McDonald, James; Shirley, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	79 h	
	Total:	126 h	
Subjects of the module:	Global Entrepreneurship & Intercultural Leadership		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work with oral presentation (15 min) and written elaboration (5 - 25 pages)		
Usability for other study programs:	This module is offered by the master's degree program Entrepreneurship and Digital Business.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Participants in the course</p> <ul style="list-style-type: none"> • will become familiar with contemporary investigations into intercultural business communication. • will explore a variety of cultural systems beyond simple national categories. • will understand and apply relevant communication and leadership theories and practices. • will discover opportunities for individualized exploration and analysis of specific intercultural communication contexts. • will recognize the role and influence of culture in various entrepreneurial contexts. 			
Content:			
<p>Course content (discussions and readings) will focus on three large topics at the intersection of culture and entrepreneurship:</p> <ul style="list-style-type: none"> • The practical relevance of intercultural communication to startups and entrepreneurship. • The evolution and management of corporate cultures from startup to larger and more complex organizational forms. • Practical examples of intercultural business communication (e.g. multicultural teams, leadership styles, negotiation). 			

Literature:*Compulsory:*

- FRITSCH, Michael, WYRWICH, Michael, 2019. *Regional trajectories of entrepreneurship, knowledge, and growth: the role of history and culture* [online]. Cham: Springer PDF e-Book. ISBN 978-3-319-97782-9. Available via: <https://doi.org/10.1007/978-3-319-97782-9>.

Recommended:

- THAKKAR, Bharat S., 2021. *Culture in Global Businesses: Addressing National and Organizational Challenges* [online]. Cham: Palgrave Macmillan PDF e-Book. ISBN 978-3-030-60296-3. Available via: <https://doi.org/10.1007/978-3-030-60296-3>.
- GLĂVEANU, Vlad Petre, 2016. *The Palgrave handbook of creativity and culture research*. London: Palgrave Macmillan UK. ISBN 978-1-137-46343-2, 978-1-349-69059-6
- KOLM, Serge-Christophe, 2009. *Reciprocity: an economics of social relations*. Cambridge [u.a.]: Cambridge Univ. Press. ISBN 978-0-521-88265-1, 978-0-521-12320-4
- OPRESNIK, Marc Oliver, 2014. *The hidden rules of successful negotiation and communication: getting to yes!*. Cham [u.a.]: Springer. ISBN 978-3-319-06193-1, 978-3-319-06194-8
- RICHERSON, Peter J. and Robert BOYD, 2006. *Not by genes alone: how culture transformed human evolution*. Chicago [u.a.]: Univ. of Chicago Press. ISBN 0-226-71212-5, 978-0-226-71212-3

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.3 Consumer Experience Management

Module abbreviation:	RCM_CEM 1.3. Ind. Elective	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Fend, Lars		
Lecturers:	Fend, Lars		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Consumer Experience Management		
Lecture types:	S/PT: seminar/project thesis		
Examinations:	project report. Practical work. Written composition approx. 10-15 pages with presentation 15-30 minutes.		
Usability for other study programs:	This module is offered by the master's degree program Retail and Consumer Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students will have an overview of the current state of knowledge in the field of Consumer Experience Management. • Students will understand the philosophy, language and key frameworks of Consumer Experience Management in a national and international context. • Participants will develop an in-depth knowledge of consumer behaviour: They will develop a differentiated understanding of the motivations and needs of today's customers. • Participants will be able to develop a consumer experience strategy: They will know how to create a comprehensive consumer experience strategy that considers the entire customer journey. • Students can apply the essential concepts and tools to successfully implement a consumer experience strategy • Finally, students will be able to select the appropriate CXM tools and apply them to 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:*Compulsory:*

- ROBBA-BISSANTZ, Susanne, LATTEMANN, Christoph, 2019. *Digital Customer Experience: mit digitalen Diensten Kunden gewinnen und halten* [online]. Wiesbaden: Springer Vieweg PDF e-Book. ISBN 978-3-658-22542-1. Available via: <https://doi.org/10.1007/978-3-658-22542-1>.
- BRUHN, Manfred, 2012. *Customer experience* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-8349-4000-1, 978-3-8349-4001-8. Available via: <https://doi.org/10.1007/978-3-8349-4001-8>.
- MEYER, Christopher, SCHWAGER, Andre, . Understanding Customer Experience. In: *Harvard Business Review*. **2007**(February)

Recommended:

- RUSNJAK, Andreas, SCHALLMO, Daniel, 2018. *Customer Experience im Zeitalter des Kunden: best Practices, Lessons Learned und Forschungsergebnisse* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-18961-7. Available via: <https://doi.org/10.1007/978-3-658-18961-7>.
- WALDEN, Steven, 2017. *Customer Experience Management Rebooted: Are you an Experience brand or an Efficiency brand?* [online]. London: Palgrave Macmillan PDF e-Book. ISBN 978-1-349-94905-2. Available via: <https://doi.org/10.1057/978-1-349-94905-2>.

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.4 Digital Analytics and Artificial Intelligence in Retailing

Module abbreviation:	RCM_DA&AIR_1.3 Ind. Elec- tive	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Jungbluth, Michael		
Lecturers:	Jungbluth, Michael		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Digital Analytics and Artificial Intelligence in Retailing		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	project report. Practical work. Written composition approx. 10-15 pages with presentation 15-30 minutes.		
Usability for other study programs:	This module is offered by the master's degree program Retail and Consumer Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> As defined by the Digital Analytics Association, the analysis of digital data refers to information collected in interactive channels (online, mobile, social, etc.). Digital Analytics has become an integral part of core business strategies and maintaining a competitive edge. Students will learn essential contributions of applied data science, modern technology and artificial intelligence in retail and consumer commerce. Students will receive a profound overview on essential data science methodologies (descriptive, predictive, prescriptive), each within a dedicated retail business context. The course enables students to later act as cross-functional analytics "translators", not as functional experts. Analytics "translators" draw on their domain-, analytics- and technology know-how to help business leaders identify and prioritize their business problems while working closely with multiple functional experts and stakeholders. Students will understand, how predominantly digital challenges can be addressed and automated through analytics and AI to augment retail value chains for sustainable competitive advantages. 			
Content:			
<ul style="list-style-type: none"> Approximately 1/3 of each lesson will be devoted to the underlying analytics theory, to selected use cases within the field of retailing and to hands-on problem solving with open source software. 			

- We cover methods of data exploration, inference and hypothesis testing, clustering and segmentation, visualization and storytelling, regression, decision trees, experiments, testing and causation, recommendation engines, big data, machine learning and AI.
- Google Analytics will be introduced as the current market dominating digital analytics tool. Utilizing Google Analytics, students will learn how to use Digital Analytic software technology in the context of analytical, exploratory and reporting capabilities. Students will learn by doing: that is, guided by the instructor and using software, they will focus on data discovery and communicating insights.
- Open source code will be provided as Google Collaboratory notebooks for best traceability and learning support for IT-savvy as well as non-IT-savvy students.

Literature:*Compulsory:*

- KUMAR, U Dinesh, 2017. *Business Analytics: The Science of Data-Driven Decision Making*. India: Wiley. ISBN 9788126568772
- KAMKI, Jumin, 2017. *Digital Analytics: Data Driven Decision Making in Digital World*. 1. edition. ISBN 978-1946556196

Recommended:

- SPONDER, Marshall and Gohar F. KHAN, 2018. *Digital analytics for marketing* . New York and London: Routledge, Taylor & Francis Group. ISBN 978-1-138-19067-2, 978-1-138-19068-9
- MOKALIS, Alexa L. and Joel J. DAVIS, 2018. *Google Analytics Demystified*. 4. edition. ISBN 978-1545486917
- WHEELAN, Charles J., 2013. *Naked statistics: stripping the dread from the data*. 1. edition. New York [a.o.]: Norton & Company. ISBN 978-0-393-07195-5, 978-0-393-34777-7
- KAHN, Barbara E., 2021. *The Shopping Revolution, Updated and Expanded Edition: How Retailers Succeed in an Era of Endless Disruption Accelerated by COVID-19*. ISBN 978-1613631140
- SCHMARZO, Bill, 2020. *The Economics of Data, Analytics and Digital Transformation: The theorems, laws and empowerments to guide your organization's digital transformation*. 1. edition. Birmingham - Mumbai: Packt Publishing. ISBN 978-1800561410

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.5 Future Business Modelling

Module abbreviation:	FuBuMo_M-GFT	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Wrobel, Stefanie		
Lecturers:	Wrobel, Stefanie		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Future Business Modelling		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes		
Usability for other study programs:	This module is offered by the master's degree program Global Foresight and Technology Management of the Faculty Engineering and Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
The students			
<ul style="list-style-type: none"> • are familiar with entrepreneurship-related theories, models, and ideas, and can reflect on what entrepreneurship is and what it means to develop an entrepreneurial mindset and culture. • know and can discuss the relationship and meaning of technological, social and environmental trends and scenarios with regard to business model development and innovation as well as the meaning of sustainability in the context of business development and risk management. • are familiar with digital, sustainable, disruptive and forward-looking business models, can explain the special features of each and give examples of successful business models. • know concepts of organisational resilience and can explain and discuss resilience in the context of entrepreneurship, business success and business modelling. • know the entrepreneurship process, business modeling tools and key factors of successful business models. • are able to develop future oriented business models by using different tools and methods. • know the meaning of uncertainty for corporates and entrepreneurs and approaches and methods to deal with uncertainty in the business context. • know the requirements for risk management and the four phases of risk management. • can apply selected risk management tools and methods in the context of future oriented business modeling and develop an enterprise risk management system. • can evaluate business models qualitatively and quantitatively. 			

Content:

General introduction

- Business Development, sustainability and future orientation of corporates
- Introduction into Entrepreneurship
- Development of entrepreneurship as a research discipline
- Types of entrepreneurship
- Entrepreneurial mindset and culture
- Entrepreneurship process
- Business opportunities

Future oriented business modelling and business modelling tools

- Types of different business models (social, sustainable, digital, disruptive business models, business model patterns)
- Sources of business ideas, ideation, ideation tools
- Business modeling, business model innovation
- Business model evaluation
- Business planning
- Aspects of finance and accounting
- Risk management

Business environment and business organization

- Economic systems
- Technical, social and environmental environment
- Traditional and alternative business forms

Trends in entrepreneurship

- Dealing with global challenges, megatrends, VUCA and uncertainty (design thinking, lean startup approach, effectuation)
- Data driven business models
- Disciplined entrepreneurship

Literature:*Compulsory:*

- GEDEON, S., 2010. What is entrepreneurship?. In: *Entrepreneurial Practice Review*. **1(3)**, p.16-35.
- GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CHOUDURY, 2020. *The business model navigator: the strategies behind the most successful companies*. S. edition. Harlow, England: Pearson. ISBN 978-1-292-32712-9, 1-292-32712-X
- OSTERWALDER, Alexander and Yves PIGNEUR, 2010. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley. ISBN 978-0-470-87641-1, 0-470-87641-7
- RIES, Eric, 2019. *The lean startup: how constant innovation creates radically successful businesses*. London [u.a.]: Penguin Business. ISBN 978-0-670-92160-7
- SARASVATHY, Sara, 2001. Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. http://entrepreneurscommunicate.pbworks.com/f/2001_Sarasvathy_Causation+adn+effectuation.pdf. In: *Academy of Management Review*. **26(2)**, p.243-263.
- HAHN, Rüdiger, 2022. *Sustainability management: global perspectives on concepts, instruments, and stakeholders*. F. edition. Fellbach: Rüdiger Hahn. ISBN 978-3-9823211-0-3, 3-9823211-0-7
- DUCHNEK, Stephanie, 2020. Organizational resilience: a capability-based conceptualization. In: *Business Research*. (13), p.215-246.

Recommended:

- AULET, Bill, 2013. *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken, NJ: Wiley. ISBN 978-1-118-69228-8, 978-1-118-72088-2

- HUNZIKER, Stefan, 2021. *Enterprise Risk Management: Modern Approaches to Balancing Risk and Reward* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-33523-6. Available via: <https://doi.org/10.1007/978-3-658-33523-6>.
- OSTERWALDER, Alexander and others, 2014. *Value proposition design: how to create products and services customers want*. Hoboken, NJ: Wiley. ISBN 978-1-118-96805-5, 1-118-96805-0
- SCHIRMER, J., R. EBER and I. BOURDON, 2021. 32 ways to innovate business models through data: Emerging data-driven solution business model patterns from a study of 471 late stage data-driven startups. (<https://scholarspace.manoa.hawaii.edu/handle/10125/71226>). In: *Proceedings of the 54th Hawaii International Conference on System Sciences*, S. 4996-5005.
- UEBERNICKEL, Falk and others, 2020. *Design thinking: the handbook*. Singapore: World Scientific. ISBN 978-981-120-214-8, 978-981-12-0350-3
- VANINI, Ute, RIEG, Robert, 2021. *Risikomanagement: Grundlagen - Instrumente - Unternehmenspraxis* [online]. Stuttgart: Schäffer-Poeschel Verlag PDF e-Book. ISBN 978-3-7910-4527-6, 978-3-7910-4526-9. Available via: <https://doi.org/10.34156/9783791045269>.
- BULIGA, Oana, SCHEINER, Christian W., VOIGT, Kai-Ingo, 2016. Business model innovation and organizational resilience: towards an integrated conceptual framework. In: *J Bus Econ (2016) 86*: (86), p.647–670.
- SOLTANIFAR, Mariusz, HUGHES, Matthew, GÖCKE, Lutz, 2021. *Digital entrepreneurship: impact on business and society* [online]. Cham, Switzerland: Springer PDF e-Book. ISBN 978-3-030-53914-6. Available via: <https://doi.org/10.1007/978-3-030-53914-6>.
- ZUCHELLA, Antonella, URBAN, Sabine, 2019. *Circular Entrepreneurship: Creating Responsible Enterprise* [online]. Cham: Palgrave Macmillan PDF e-Book. ISBN 978-3-030-18999-0. Available via: <https://doi.org/10.1007/978-3-030-18999-0>.

Additional remarks:

Additional literature and self-study resources will be announced and provided throughout the course.
The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.6 International Management

Module abbreviation:	Int_Mgt_M-EGM	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Schneider, Yvonne		
Lecturers:	Schneider, Yvonne		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	International Management		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	mdIP - oral exam, 15 minutes		
Usability for other study programs:	This module is offered by the master's degree program Engineering and Management of the Faculty Engineering and Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>By actively participating in this course, students should be able to</p> <ul style="list-style-type: none"> • understand key terms and challenges while conducting international business; • analyze how international firms are embedded in the global economy and contribute to international trade and foreign direct investment; • compare options firms have and how they can operate internationally; • determine the complexity of relationships between headquarters and subsidiaries; • differentiate between challenges of the environment that multinational enterprises face, incl. cultural differences, political influence, international trade agreements; • evaluate options for managing organisational structure and culture in an international environment; • explain the multi-dimensional nature of internationalization strategies; • assess how the international dimension of strategy can help to build a company's competitive advantage; • gain ability to critically reflect upon internationalization, its antecedents and consequences. <p>Cases and examples are integrated through the course to reinforce and clarify major topics.</p>			
Content:			
This module provides a general overview on principles and challenges of International Management. Among others, the following aspects will be discussed:			

- Introduction into globalization and international business
- International business environment: culture, politics, economy
- International trade and investment: government influence, cross-national cooperation
- Internationalization strategies (process, market entry modes, etc.)
- Internationalization and corporate social responsibility and business ethics
- Specifics of multinational companies, such as
- Organizational structure of multinational companies
- Leadership and human resource management in multinational companies
- Strategic management of multinational corporations
- Cultural differences and impact as cause for differences

Literature:*Compulsory:*

- DERESKY, Helen and Stewart R. MILLER, 2023. *International management: managing across borders and cultures : text and cases*. T. edition. Harlow: Pearson. ISBN 978-1-292-43036-2
- HILL, Charles W. L., 2023. *International business: competing in the global marketplace*. 14. edition. New York: McGraw-Hill. ISBN 978-1-265-03854-0
- MORSCHETT, Dirk, SCHRAMM-KLEIN, Hanna, ZENTES, Joachim, 2015. *Strategic International Management: Text and Cases* [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-07884-3. Available via: <https://doi.org/10.1007/978-3-658-07884-3>.

Recommended:

None

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.7 Management Accounting & International Taxation

Module abbreviation:	MgtAcc_IntTax_M-EGM	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Albrecht, Tobias		
Lecturers:	Albrecht, Tobias; Eisenberg, Andrea		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Management Accounting & International Taxation		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes		
Usability for other study programs:	This module is offered by the master's degree program Automotive Production Engineering of the Faculty Engineering and Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students are capable to			
<ul style="list-style-type: none"> • understand the importance of international taxation systems for strategic decision-making; • achieve sound understanding of the most important aspects of international company taxation; • understand the core concepts of cost and management accounting; • use advanced management accounting concepts as a base for strategic management in global companies. 			
Content:			
<ul style="list-style-type: none"> • Economics of public sector, the tax systems • International taxation: taxation of global groups, Value added tax, withholding tax, transfer pricing • Principles of Cost Accounting • Advanced management accounting systems • Budgeting and strategic planning as a base for strategic decisions making 			
Literature:			
<i>Compulsory:</i>			
None			
<i>Recommended:</i>			

None
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.8 Retail Locations and International Retailing

Module abbreviation:	RCM_RLIR	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Retail Locations and International Retailing		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	mdIP - oral exam, 15-20 minutes		
Usability for other study programs:	This module is offered by the master's degree program Retail and Consumer Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The students shall be able to develop solutions in critical situations that can occur in international retailing - they shall get a feeling of the complexity of retailing esp. in different countries and under consideration of real estate issues.</p> <p>They shall be able to understand what is essential in buying real estate with a retail store or buying a retail chain.</p> <p>They should be able to develop their own opinion about future in retail - esp. brick and mortar retail.</p> <p>They shall get an understanding of sustainability esp in real estate for retail.</p> <p>They shall get acquainted with different methods of turnover prediction- their weaknesses and strength.</p>			
Content:			
<p>Nearly every lesson starts with a role play - students have to discuss and find a solution for a given situation that is real estate and retail related. The different solutions will be discussed.</p> <p>Following issues will be presented and discussed:</p> <ul style="list-style-type: none"> • Internationalisation and growth- implications for brick and mortar retailer • WalMart in Germany - why did they fail? • Real Estate in different legal systems • Case buying a retail store (real estate with store) with financial implications 			

- Sustainability in retail- esp for Real Estate
- Trade Areas
- Different Turnover estimation methodes
- Future of real estate in retail
- Assett management in retail
- Strategic support of retail by real estate

The students have to read beside the books down what will be supplied from my side in moodle.

Literature:

Compulsory:

- LEVY, Michael and Barton WEITZ, . *Retailing Management - chapter 7 and 8*. 8. edition. ISBN 987-0-07-122098-9
- ZENTES , J., 2017. *Strategic Retail Management chapter 8* .
- BARKHAM, Richard, 2012. *Real estate and globalisation, chapter 1,2,.5*. Hoboken, N.J.: Wiley-Blackwell. ISBN 978-0-470-65597-9, 978-1-118-35167-3

Recommended:

- THRALL, Grant Ian, . *Business Geography and new real estate market analysis chaper 1 and 7*.
- NOZEMAN, Ed F., 2014. *European metropolitan commercial real estate markets: Ed F. Nozeman ... (ed.)* [online]. Berlin [u.a.]: Springer PDF e-Book. ISBN 978-3-642-37851-5, 978-3-642-37852-2. Available via: <https://doi.org/10.1007/978-3-642-37852-2>.
- ELLISON, Louise and Victoria EDWARDS, 2004. *Corporate Property management aligning real estate with business strategy*.
- SQUIRES, Graham, . *Routledge Companion to Real Estate Development chapter 5, 8, 14, 15, 17, 18, 20*.
- TOSHIHARA , Ishikawa, 2016. *Dynamic Locational Phases of Economic Activity in the Globalized World Part 1*.

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

2.3.9 Retail and Consumer Project

Module abbreviation:	RCM_RCP	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	General Elective Subject	1,2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Knoppe, Marc		
Lecturers:	Knoppe, Marc		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Retail and Consumer Project		
Lecture types:	S/PT: seminar/project thesis		
Examinations:	LN - project work		
Usability for other study programs:	This module is offered by the master's degree program Retail and Consumer Management.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
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. The Retail and Consumer Project offers students professional work experience and the possibility to familiarize themselves 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 			

<ul style="list-style-type: none">• project implementation• presentation of the project results
Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• Literature will be announced at the beginning. <i>Recommended:</i> None
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.