

IFB11 Planning and Controlling Information Systems

10 ECTS

Compulsory Module/3 parts

Contents:

IFB11.1: Planning and Controlling

This course provides an overview of the fields of planning and controlling from a business administration perspective, while focussing on the entrepreneurial interrelationships with regard to decision support. The importance of the two sub-areas and their interconnection are explained by embedding them in the management system of a company. Students acquire knowledge of the tasks and relevant instruments that support planning and controlling in the respective strategic and operational decision-making situations. Furthermore, specific case studies from function- or factor-related controlling are discussed.

IFB 11.2: Financial Analysis Laboratory

In the laboratory, students are presented with the task of designing an accounting system that is appropriate for a specific business situation and subsequently applying it to case situations. The aim is for students to develop the technique of bookkeeping as well as the knowledge regarding the preparation of annual financial statements. Moreover, the function of internal accounting is covered as students shall independently identify and apply relevant cost accounting instruments.

IFB11.3: Information Systems

This course provides insights into:

- Organizations, information management, and the networked enterprise;
- Information technology infrastructure; administrations systems, disposition systems;
- Introduction and management of such systems;
- Key system applications for the digital age;
- Business Intelligence;
- Data safety and data protection.

IFB12 International Business

8 ECTS

Compulsory Module/2 parts

Contents

IFB12.1: International Textiles and Fashion Management

Building a holistic concept and integration of Corporate Strategy, HR, Education & Training Refit, Leadership Refit, Target Groups, Product Refit, Communication, Im-Mobile, Sustainability, Business System Refit – Building the ultimate fashion concept

IFB12.2: International Marketing

Globalization, decisions for internationalization, marketing mix, macro environment, designing international marketing mix, International Marketing Research, Market Entry Strategies

Learning outcomes

In this module profound knowledge in international business is acquired.

Students in international fashion management focus in particular on the specifics of managing a fashion company on a global level. Basics of Strategy, HR-Management, Leadership, Product Development, Marketing are integrated to a holistic model of fashion management. Students learn to understand the linkages between the single streams.

By dealing jointly with current research and case studies in the field of fashion management students not only deepen their management competence but also gain experience in working scientifically and effectively with papers.

In International Marketing, the students will be able to explain the impact of a fashion company's marketing strategy when targeting and entering international markets. Based on current events in the global textiles and apparel industry, students are able to identify risks and challenges for international apparel brands and retailers. Students know how to analyse and interpret the international marketplace accordingly. Ultimately, the students acquire the ability to formulate implications for the development of successful international marketing strategies. Finally, the students discuss and present their evaluations and suggestions accordingly.

IFRB13 Structure and Development of Sourcing Markets

5 ECTS

Compulsory Module/1 part only

Content

- characteristics and value chain
- globalization
- coordination and business mechanics
- sustainability; Sustainability in the textile chain
- procurement structures and mechanics
- structures of textile and garment industry in selected countries

Learning outcome:

Knowledge and understanding structures of global textile markets.

IFRB14 Sales Management

7 ECTS

Compulsory Module / 2 parts

Contents

IFB14.1: Sales Management

Sales Strategy, Customer Analysis, Customer Relationship Management, Complaint Management, Key Account Management Sales Channel Management

IFB14.2: Seminar Sales

Changing sales management research topics with most current relevance

Learning outcome:

Students

- can explain essential aspects and challenges of national and international sales management in the textile and fashion industry.
- can characterize concepts of sales management and relate them to practical application contexts.
- can independently select suitable analysis methods of sales management and apply them to practical tasks and interpret the results.