



Hochschule Reutlingen
Reutlingen University

Modulhandbuch
International Fashion Retail (B. Sc.)



TD
Textil & Design

MODULHANDBUCH

Grundständiger Studiengang

International Fashion Retail

mit dem Abschluss

Bachelor of Science

SoSe 2016

IFR11 Researching Scientifically and Fashion Business Seminar

Modul-Nr./ Code	IFR11
Module-No./ Code	
Kurs-Nr./ Code	IFR11-1 Researching Scientifically
Course-No./ Code	IFR11-2 Fashion Business Seminar
Semester	2
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangsvoraussetzungen/ Admission Requirements	Keine/ None <input checked="" type="checkbox"/> oder/ or:
Modulverantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS-Leistungspunkte/ ECTS-Credits	6
Gesamtworkload/ Total work load	180 h (60 h Kontaktstunden/ Contact hours, 120 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	<p>Application of IFR11-1 on IFR11-2 according to chosen research topics and research methods: No strict separate weighting of IFR11-1 and IFR11-2;</p> <p>20% Formal criteria, e.g. citation quality in paper, citation test results</p> <p>20% Use and documentation of research methods applied, e.g. literature research methods, data analysis methods</p> <p>40% quality of results</p> <p>20% findings presentation and presentation documentation; e.g. oral presentation, media presentation files;</p> <p>In order to reflect on different research topics and research methods used, these percentages can change from semester to semester. In this case a syllabus of the module informs students at the beginning of the semester within three weeks after lecture starts.</p>

Prüfungsgestaltung/ Type of assessment	Seminar paper, seminar results presentation, presentation documentation
Lernziele/ Learning Outcomes	<p>Professionelle Kompetenzen/ Professional Competencies:</p> <p>Performance of management research competency</p> <p>Knowing research methods</p> <p>Knowledge of fashion retail research questions and the ways to answering these questions scientifically</p> <p>Research process, method application and writing competency</p> <p>Methodische Kompetenzen/ Methodical Competencies:</p> <p>Methods of focusing research, reflective diary, step-by-step reviewing literature, Formulating and clarifying the research topic, reviewing literature, citing literature</p> <p>Methods of negotiating access and research ethics, Selecting samples</p> <p>Methods of using secondary data</p> <p>Methods of collecting primary data</p> <p>Methods of analysing quantitative and qualitative data</p> <p>Methods of writing and presenting the project report, e.g. APA Style and zotero</p> <p>Soziale Kompetenzen/ Social Competencies:</p> <p>Presentation competency</p> <p>It is in some semesters possible to give research topics to groups of two students.</p> <p>Research projects sometimes include much social interaction, e.g. in market research field work like interviews etc. Because of the reflected and detailed planning and execution of the project, this could lead to better social competencies of the researcher, too.</p>
Fachliche Inhalte/ Contents	<p>Formulating and clarifying the research topic</p> <p>Critically reviewing the literature</p>

	<p>Understanding research philosophies and approaches</p> <p>Formulating the research design</p> <p>Negotiating access and research ethics</p> <p>Selecting samples</p> <p>Using secondary data</p> <p>Collecting primary data through observation</p> <p>Collecting primary data through semi-structured, in-depth and group interviews</p> <p>Collecting data through questionnaires</p> <p>Analysing quantitative data</p> <p>Analysing qualitative data</p> <p>Writing and presenting the project report</p> <p>Application on fashion business problems by researching and writing a seminar paper;</p> <p>The extent and level of discussing each research topic in this module differs from semester to semester according to given research questions.</p>
<p>Literatur/ Literature</p>	<p>Required reading:</p> <p>Saunders, M., & Lewis, P., & Thornhill, A. (2012). Research Methods for Business Students. Harlow: Pearson.</p> <p>www.apa.org, http://owl.english.purdue.edu/owl/section/2/10/</p> <p>www.zotero.org</p>

Weitere Informationen zu dem Modul können der Studien- und Prüfungsordnung entnommen werden.

More Details about the module are defined in the StuPrO-Curriculum.

IFR12 E-Commerce in Fashion

Modul-Nr./ Code Module-No./ Code	IFR12
Kurs-Nr./ Code Course-No./ Code	IFR12-1 E-Commerce IFR12-2 E-Commerce Seminar
Semester	3
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangs- voraussetzungen/ Admission Requirements	Keine/ None <input checked="" type="checkbox"/> oder/ or:
Modul- verantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS- Leistungspunkte/ ECTS-Credits	8
Gesamtworkload/ Total work load	240 h (90 h Kontaktstunden/ Contact hours, 150 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	IFR12-1: 50% IFR12-2: 50%
Prüfungsgestaltung/ Type of assessment	IFR12-1: Exam (2h) IFR12-2: Research paper (15 pages) and presentation (15-20 min)
Lernziele/ Learning Outcomes	Professionelle Kompetenzen/ Professional Competencies: In this module profound e-commerce knowledge is conveyed with a particular focus on the specifics of selling fashion online. Basics of e-commerce technology are discussed as well as fundamentals of e-commerce management such as business models, sales management and performance management. In the accompanying seminar the knowledge is deepened by examining current research in the field of e-commerce.

	<p>Methodische Kompetenzen/ Methodical Competencies: By dealing independently with current research in the field of e-commerce students not only deepen their e-commerce competence but also gain experience in working scientifically.</p> <p>Soziale Kompetenzen/ Social Competencies: By discussing current topics of business research with fellow students communication and discussion skills are advanced.</p>
Fachliche Inhalte/ Contents	<p>IFR12-1: Historical development and current relevance of e-commerce, e-commerce technology, consumer behavior in e-commerce, e-commerce law, business models in e-commerce, sales management in e-commerce, data management in e-commerce, performance management in e-commerce, success factors in e-commerce</p> <p>IFR12-2: Changing research topics with most current relevance</p>
Literatur/ Literature	<p>Halberstadt, J. (2014): Globale und First-Mover-Vorteile internetbasierter Geschäftsmodelle, Wiesbaden: Springer Gabler, 2014.</p> <p>Heinemann, G. (2014): Der neue Online-Handel : Geschäftsmodell und Kanalexzellenz im E-Commerce, Wiesbaden: Springer Gabler, 2014.</p> <p>Martínez-López, F. J. (2014): Handbook of Strategic e-Business Management, Berlin, Heidelberg : Springer, 2014.</p> <p>Matsuo, T. (2014): Electronic Business and Marketing : New Trends on its Process and Applications, Berlin, Heidelberg : Springer, 2013.</p> <p>Qin, Z. et al. (2014): E-Commerce Strategy, Berlin, Heidelberg: Springer, 2014.</p>

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IFR13 Sales Management

Modul-Nr./ Code Module-No./ Code	IFR13
Kurs-Nr./ Code Course-No./ Code	IFR13-1 Sales Management in Fashion IFR13-2 Visual Merchandising Laboratory
Semester	3
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangs- voraussetzungen/ Admission Requirements	Keine/ None <input checked="" type="checkbox"/> oder/ or:
Modul- verantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS- Leistungspunkte/ ECTS-Credits	7
Gesamtworkload/ Total work load	210 h (90 h Kontaktstunden/ Contact hours, 120 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	IFR13-1: 60% IFR13-2: 40%
Prüfungsgestaltung/ Type of assessment	IFR13-1: Exam IFR13-2: Project work and presentation (20-30min)
Lernziele/ Learning Outcomes	<p>Professionelle Kompetenzen/ Professional Competencies: Within this course the knowledge of sales management is deepened. Hereby, the basic structures, procedures and strategies of sales in fashion retail are discussed. In particular, topics such as verticalization, omni channel retailing, sales strategy, information management, customer management, incentive management and sales controlling as well as visual merchandising are covered.</p> <p>Methodische Kompetenzen/ Methodical Competencies:</p>

	<p>By conducting store checks within this module students learn to transfer theoretical knowledge conveyed in the lecture to store reality.</p> <p>Soziale Kompetenzen/ Social Competencies: As students are continuously working in groups to fulfill their project task they strengthen their communication and teamwork competencies.</p>
Fachliche Inhalte/ Contents	<p>IFR13-1: Stationary and non-stationary fashion retail, vertical fashion retail, omni channel fashion retail, sales strategy, information management in sales, customer management in sales, personnel management in sales, sales controlling</p> <p>IFR13-2: Introduction to visual merchandising, window and façade dressing, in store design, product presentation</p>
Literatur/ Literature	<p>Berman, B. / Evans, J. R. (2001): Retail Management – A Strategic Approach, 8. Auflage, Upper Saddle River.</p> <p>Diamond, J. / Litt, S. (2003): Retailing in the Twenty-First Century, 2. Auflage, New York.</p> <p>Homburg, C. / Schäfer, H. / Schneider, J. (2012): Sales Excellence : Systematic Sales Management, Berlin, Heidelberg: Springer, 2012.</p> <p>Homburg, C. / Wieseke, J. (Hrsg.): Handbuch Vertriebsmanagement, 1. Auflage, Wiesbaden 2011.</p> <p>Winkelmann, P. (2012): Vertriebskonzeption und Vertriebssteuerung – Die Instrumente des integrierten Kundenmanagements – CRM, 5. Auflage, München.</p>

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More Details about the module are defined in the StuPrO-Curriculum.

IFR14 International Marketing, Import/Export Processes

Modul-Nr./ Code Module-No./ Code	IFR14
Kurs-Nr./ Code Course-No./ Code	IFR14-1 International Marketing, Import/Export Processes IFR14-2 Import and Export Processes
Semester	3
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangs- voraussetzungen/ Admission Requirements	Keine/ None <input checked="" type="checkbox"/> oder/ or:
Modul- verantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS- Leistungspunkte/ ECTS-Credits	5
Gesamtworkload/ Total work load	150 h (60 h Kontaktstunden/ Contact hours, 90 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	IFR14-1: 50% IFR14-2: 50%
Prüfungsgestaltung/ Type of assessment	IFR 14-1: Exam IFR14-2: Exam
Lernziele/ Learning Outcomes	<p>Professionelle Kompetenzen/ Professional Competencies:</p> <p>In this module profound knowledge on international marketing is conveyed with a particular focus on the specifics of selling fashion on a global level. Basics of globalization and internationalization are discussed. International approaches are introduced and put in an organizational context. The impact of culture on the fields of marketing are discussed aligning with the operational perspective of the merchandise flow for transnational businesses.</p>

	<p>Methodische Kompetenzen/ Methodical Competencies:</p> <p>By dealing jointly with current research and case studies in the field of international marketing students not only deepen their marketing competence but also gain experience in working scientifically and effectively with papers.</p> <p>Soziale Kompetenzen/ Social Competencies:</p> <p>By discussing current topics of the current economic situation with fellow students communication and discussion skills are advanced.</p>
<p>Fachliche Inhalte/ Contents</p>	<p>IFR14-1: The Global Imperative, Global trade environment, global strategy, global marketing mix; economic and cultural areas and their marketing conditions (NAFTA, EU, China, South East Asia, Japan, Middle East); Cultural Issues and Buying Behaviour, Global Segmentation and Positioning, Global Market Entry Modes, Global Product Development, Global Pricing and Communication</p> <p>IFR14-2: Global Environment, Legal Aspects of Globalization, Institutions and Players, International Trade Agreements, Trade Barriers, Duties and Taxes, Incoterms, Transports and Logistic Process, Pricing and Calculation Shipping Methods, Financing and Disposition, Hedging</p>
<p>Literatur/ Literature</p>	<p>Bundesministerium für Wirtschaft und Arbeit (Hrsg.) (2005): Erfolg im Auslandsgeschäft. Weltweit aktiv. Ratgeber für kleine und mittlere Unternehmen.</p> <p>Copinath, G. (2014). Handbook of international economics. Amsterdam: North-Holland.</p> <p>Czinkota/Ronkainen/Zvobgo (2011): International Marketing, 9. Ed, Cengage</p> <p>Grafers, H. (1999): Einführung in die betriebliche Außenwirtschaft, Schäffer-Poeschel, Stuttgart.</p> <p>Heiduk, G. (2005): Außenwirtschaft. Theorie, Empirie und Politik der interdependenten Weltwirtschaft, Physica-Verlag, Heidelberg.</p> <p>Industrie- und Handelskammer Reutlingen (Hrsg.) (2005): Kurzinformation Import.</p> <p>Keegan, Warren J. / Green, Mark C. (2014): Global Marketing. 8. ed., Prentice Hall.</p> <p>Kehr/Altmann, J. (2015): Außenhandel, Kiehl, Stuttgart.</p> <p>Kotabe, Masaaki/Helsen, Kristiaan (2015): Global Marketing Management, 6. Ed., Wiley</p>



	<p>Niehoff, W. und Reitz, G. (2001): Going Global. Strategien, Methoden und Techniken des Auslandsgeschäfts, Springer, Berlin, Heidelberg, New York.</p> <p>Zentes/Swoboda/Morschett (2008): Fallstudien zum internationalen Management, 3. Ed., Gabler</p>
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More Details about the module are defined in the StuPrO-Curriculum.

IFR15 International Fashion Management

Modul-Nr./ Code Module-No./ Code	IFR15
Kurs-Nr./ Code Course-No./ Code	IFR15-1 International Fashion Management
Semester	3
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangs- voraussetzungen/ Admission Requirements	Keine/None <input checked="" type="checkbox"/> oder/ or:
Modul- verantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS- Leistungspunkte/ ECTS-Credits	5
Gesamtworkload/ Total work load	150h (60 h Kontaktstunden/ Contact hours, 90 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	
Prüfungsgestaltung/ Type of assessment	Exam (120 min)
Lernziele/ Learning Outcomes	<p>Professionelle Kompetenzen/ Professional Competencies:</p> <p>In this module profound knowledge on international fashion management is conveyed with a particular focus on the specifics of managing a fashion company on a global level. Basics of Strategy, Leadership, Core-Business and Processes are integrated to a holistic model of fashion management. Students learn to understand the linkages between the single elements.</p> <p>Methodische Kompetenzen/ Methodical Competencies:</p>

	<p>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.</p> <p>Soziale Kompetenzen/ Social Competencies:</p> <p>By discussing current topics of the retail and management examples with fellow students communication and discussion skills are advanced.</p>
<p>Fachliche Inhalte/ Contents</p>	<p>IFR15: Strategic Planning & Controlling (basic management level, fashion level, international level), BSC Planning and Forecasting, Fashion Markets; Leadership & People (basic management level, fashion level, international level), Fashion Knowledge Management, Cultural Diversity and Creativity; Fashion Core Business (basic management level, fashion level, international level), New Retail Technologies, Omni-Channeling, Collection Planning, CSR; Processes in Fashion Companies (basic management level, fashion level, international level), SCM, PLM, PDM, Logistics</p>
<p>Literatur/ Literature</p>	<p>Barney, Jay B./Hesterly, William S. 2011 Strategic Management and Competitive Advantage, 4th ed.; Prentice Hall</p> <p>Diamond, J., & Litt, S. (2009). Retailing in the Twenty-First Century 2nd Edition (Second Edition edition). New York: Fairchild Books.</p> <p>Frings, G. S. (2007). Fashion: From Concept to Consumer (9 edition). Upper Saddle River, NJ: Prentice Hall.</p> <p>Funder, J., Strähle, J., Ehlbeck, M., & Natkowski, T. (2011). Online gewinnen: Shop und Marketing strategisch optimieren. Dt. Fachverl..</p> <p>Grant, R. M. and J. Jordan 2012 Foundations of Strategy. John Wiley & Sons</p> <p>Kim, H.-S., & Hall, M. L. (2015). Green Brand Strategies in the Fashion Industry: Leveraging Connections of the Consumer, Brand, and Environmental Sustainability. In T.-M. Choi & T. C. E. Cheng (Eds.), Sustainable Fashion Supply Chain Management (pp. 31–45). Springer International Publishing.</p> <p>McColl, J., & Moore, C. (2013). Developing a Value Chain for Fashion Retailers: Activities for Competitiveness. In H. Schramm-Klein (Ed.), European Retail Research (pp. 47–75). Wiesbaden: Springer Fachmedien Wiesbaden. Retrieved from http://link.springer.com/10.1007/978-3-658-00717-1_3</p> <p>Strähle, J. (2015). Emotionalizing Fashion Retail (1st ed.). Norderstedt:</p>



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Weitere Informationen zu dem Modul können der Studien- und Prüfungsordnung entnommen werden.

More Details about the module are defined in the StuPrO-Curriculum.

IFR16 Structure and Development of Sourcing and Sales Markets

Modul-Nr./ Code Module-No./ Code	IFR16 Structure and Development of Sourcing and Sales Markets
Kurs-Nr./ Code Course-No./ Code	IFR16-1 Structure and Development of Sourcing and Sales Markets
Semester	3
Art des Moduls/ Type of module	Pflichtmodul/ Compulsory Module <input checked="" type="checkbox"/> Wahlmodul/ Elective Module <input type="checkbox"/>
Zugangs- voraussetzungen/ Admission Requirements	Keine/ None <input checked="" type="checkbox"/> oder/ or:
Modul- verantwortlicher/ Module coordinator	Siehe Personalliste/ See staff list
ECTS- Leistungspunkte/ ECTS-Credits	5
Gesamtworkload/ Total work load	150 h (120 h Kontaktstunden/ Contact hours, 30 h Selbststudium/ Self-Study)
Gewichtung der Teilleistungen/ Weighting of courses within the module	IFR16-1: 100%
Prüfungsgestaltung/ Type of assessment	Exam 2h
Lernziele/ Learning Outcomes	Professionelle Kompetenzen/ Professional Competencies: Knowledge and understanding structures of global textile markets. Methodische Kompetenzen/ Methodical Competencies: Getting Anticipate new market developments and classifying their antecedences.
Fachliche Inhalte/ Contents	IFR16-1: Characteristics and value chain of the textile chain; globalization; coordination and business mechanics; sustainability; Sustainability in the textile chain; sales structures; procurement structures and mechanics;



	textile structures in selected countries.
Literatur/ Literature	IFR07-1: Kunz, G.; Garner, M. (2007) Going Global. The Textile and Apparel Industry

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