

# Information Sheet

## Course of Study

# Retail and Service Management

### General Information

The aim of this programme is to provide students with an insight into innovative and science-based business management and administration as well as its practical application. The theoretical education involves numerous projects in cooperation with regional businesses and industries. The practical orientation includes a practical semester at a company. Prior to their practical placement, students will be provided with the specialist, methodological and personal competencies required to analyse processes and problems and to develop viable solutions (problem-solving skills). It is our goal to enable our students to assume a leadership role in management and administration.

### Course of Study

The programme takes seven semesters to complete and leads to a **Bachelor of Arts degree (B.A.)** in Retail and Service Management.

The first two semesters are designed to provide the basic know-how of business administration. Students have to choose from two different groups of modules. The first module group focuses on fundamentals, such as

- Balance Sheet Analysis and Techniques
- Introduction to Business Administration
- Basics of Economics
- Business Mathematics
- Business Statistics

The second module group provides more specialist course content and involves the following:

- Marketing
- Labour Law
- Private Business Law
- Finance and Investment
- Information Management
- Cost Accounting
- Organisation
- Human Resources Management
- Production and Logistics
- Taxation

At the beginning of the fourth semester, students have to choose one of the following areas of specialisation to acquire the core competencies required for this programme:

- E-Commerce Management
- Financial and Insurance Markets
- Retail Management
- Industrial Service Management

Throughout the programme, students have to take six key qualification modules. Three of them are compulsory modules (Basic Business English, Advanced Business English and Competence of Activities and Processes); for the other three modules, students can choose from additional language courses (Chinese, Spanish, Russian, etc.) or from other modules, such as Rhetoric, Excel for Power Users or Event Management.

During the sixth semester, students have to serve a practical semester of at least 18 months to expand on the skills acquired during the study programme.

The last semester is intended for the completion of the final research paper (Bachelor's Thesis) which ideally involves research carried out for a company.

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