Pflichtmodule 4. Semester

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

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Module Title			Case Study Seminar in International Retail Management (including Academic Writing) (English)						
Module Title in English			Case Study Seminar in International Retail Management (including Academic Writing)						
Module Leader			hrw\roemer.ellen						
Teaching Staff			Prof. Dr. Ellen Roemer						
Courselanguage/			English						
Code Workload		Credits		Semester	Semester O	ffered	Duration		
Handel III 180 h		180 h	6		4th semester	Every Summer s			
1	Type of Cours		e	Scheduled Learning		Independent Stu	dy Ap	Approx. Number of Participants	
	Module Component B: Lecture 1,5 h. including Exercise: Module Component A: Lecture 4 h/w including Exercise:			/week 5,5 h/week (= 82,5 h)		Total: 97,5 h	B: L Exer Mod A: L	Module Component B: Lecture including Exercise Module Component A: Lecture including Exercise	
2	At the end of the module students will be able to At the end of the module students will be able to • to independently search for new knowledge regarding international retail management, • to apply this knowledge in order to solve case studies in international retail management, • to work in groups, to discuss different solutions and to come to an agreement regarding one preferred solution, • to present case study solutions in class, as well as • to write an academic report.								
3	Contents Module Component A Solution of case studies in international retail management Principles of retail management Internationalisation of retail management Analysis of primary and secondary retail data Module Component B								

I 1	Methods and techniques of academic writing								
	Preparing, writing and formatting an academic report								
	Preparing and holding an academic presentation								
4	Teaching Methods								
	Module Component A: Problem based learning								
	key competences: elaboration and systematization of new knowledge, team work, presentations, academic writing								
	Module Component B: Lecture and exercises in small groups.								
	Key competences: academic writing.								
5	Content-Related Module Prerequisites								
	Handel I – Grundlagen des Internationalen HandelsmanagementsHandel II - E-Commerce								
6	Formal Module Prerequisites								
	none								
7	Type of Exams								
	Teilmodul A: report (2000 words) (50%) presentation (10 min.) (50%) Examlanguage: English Examlanguage: English								
	Teilmodul B: written exam (30 min.) (100%) Examlanguage: German								
8	Prerequisite for the Granting of Credits								
	Pass Elevator Pitch on Research Topic								
	Pass all assessment forms								
9	This Module Appears in:								
	Course of Studies Status								
	Course of Studies Status								
	Modules in English at HRW Compulsory Module								
	Modules in English at HRW Elective Module								
10									
10	Weighting of Grade in Relationship to Final Grade								
	Weighting equals the proportion of module credits in relationship to the total number of grade- relevant credits								
11	Additional Information / Literature								
	The module lessons are in English. Any form of the assignment will be in English as well.								