

information sheet course of study

Retail and Service Management

General Information

It is the goal of this programme to familiarize students with future-facing, scientifically based knowledge of management and administration of companies, especially those in the retail and service sector. They should be able afterwards to adopt leading positions at a company or administration department, to act entrepreneurial or freelance and to use future technical know-how efficiently in practical everyday life.

This programme should convey the necessary economic basic knowledge as well as optional specialisation in Trade, Finance or Insurance Markets or Industrial Service Management. It should qualify its students to work successfully in leading positions in service-related job areas.

Course of Study

The programme is seven semesters of duration including also practical study phases.

During phase 1 (semester 1 and 2) the business basics are set. Following lectures are part of that:

- Business Studies
- Economics
- Balancing and Balance Technology
- Business Mathematics
- Business Statistics
- Industrial Law
- Economic Private Law
- Finance and Investment
- Information Management
- Cost Accounting and Results Accounts
- Marketing
- Organisation
- Human Resource Management
- Production and Logistic
- Taxation

The following two phases are for transfer, specialisation and application of the basics learned in phase 1. Following three possibilities for specification are scheduled:

- Retail (40 credit points): Basics in Retail Management, Purchase and Logistics in Trade, Retail Marketing, Merchandise Management in Trade, Location and Real Estate Management in Trade, Trade Projects (Practical Experience), Distance Selling, Personnel Management in Trade, Internship Merchandise Management (SAP)
- Finance and Insurance Markets (40 credit points): Investment and Portfolio Management, Financing, Investment and Tax, Markets and Institutions, Financial Markets and Financial Planning, Insurance Management and Risks, Empirical Analysis to Financial Markets, E-Finance-Systems, Retirement Arrangements, Derivatives, Investor Relations and Merger & Acquisitions
- Industrial Service Management (40 credit points): Basics to Industrial Service Management, Business Model / Service Engineering, Service Marketing, Process and Quality Management, Operations / Service Logistics, Service Technology and Information Systems, Human Resource Management, Projects (Practical Experience).

During these two phases, there is the practical semester as well as the writing of the Bachelor thesis.

The programme ends with the awarding of **Bachelor of Arts (B. A.)**.

Student Advisory Service in Weiden

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