

Career Prospects

For over 10 years, the Conzen Foundation has supported students' academic initiatives related to trade by awarding prizes for the best Bachelor Thesis, viewed from a trade perspective.

The profile of requirements is continually changing. Thus, companies search for the following staff:

- Key Account Managers
 - Category Managers
 - Logistics Specialists
- Customer Relationship Manager
- Information Technology Professionals
- Finance and Accounting Specialists
- Trade Marketing Specialists

The MiH degree course prepares students to fulfil this profile of requirements. Graduates are trained for leadership to take over management responsibilities in national and international trade companies or trade-oriented departments of other companies. This also includes the preparation for activity as an independent retailer.



Admission Requirements

- General Certification to attend university-level studies or Technical Secondary School Completion Certificate or placement examination/special admission
- Relevant occupational training as sales person or several years of work experience

Begin of Studies

- Winter semester

Application Deadline

- 1 June for incoming students, otherwise:
- 15 July

Duration of Studies

- 7 semesters including internship and Bachelor Thesis

Degree of Studies

- Bachelor of Arts (B.A.)

Contact

- Prof. Dr. Peter M. Rose
Course Director
Phone: +49 (0) 421 5905 4433
Fax: + 49 (0) 421 5905 4140
E-Mail: Peter.Rose@hs-bremen.de
- Tatjana Erlewein
Internship Coordinator
Phone: +49 (0) 421 5905 4010
Fax: + 49 (0) 421 5905 4097
E-Mail: Tatjana.Erlewein@hs-bremen.de

Bremen University of Applied Sciences
School of International Business (SiB)
Werderstraße 73, 28199 Bremen
Germany

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Trade and Retail Management B.A.

Bachelor of Arts



Course Content

The content of the degree course "Trade and Retail Management" (MiH) is closely oriented toward the changing requirements of the workplace in an international context.

On the basis of solid foundational training in Business Administration – Foundations and Methods, Taxes, Business Mathematics, Accounting, Business Law, Company/Operational Functions, Economics, Business Statistics, Trade Controlling, Employment Law, Trade Performance Factors, Applied Computer Science in Trade and Trade Marketing, in the second year of study the acquired business administration capabilities will be strengthened by means of further knowledge and abilities relevant to professional practice in management related activities in national and international trade and distribution economics. Specifically, the following disciplines are involved: Management, Business Finance, Market Research, Staff Management and Qualification, Distribution Systems, Sales Management, Client Retention Strategies/Management, International Trade, Special Forms of Trade, Advertising and Advertising Psychology, Logistics and Marketing Law.

A **foreign language component** is integrated into the course of study. This serves as preparation for an obligatory **practical period** that is organised and carried out in cooperation with foreign companies. A preparatory course in advance of the practical phase is required; the practical phase should be documented by the student. Students are required to submit a report concentrating on the professional practice as academic work for the follow-up module.

Systematic incorporation of professional practice is a formative element of the MiH degree course.

For example, relevant case studies drawn from professional practice are incorporated into professional practice. Currently, case studies are focusing on the topics of Category Management, Trade Controlling and Trade Life. Excursions are also offered, for example, to the Future Store, to a high-bay warehouse and to a specialty clothing store.



Trade and Retail Management B.A.

Term	Module 1	Module 2	Module 3	Module 4	Module 5
1	Business Administration Foundations and Methods	Taxes	Business Statistics	Accounting	Business Law
2	Company Functions	Economics 1	Business Mathematics	Applied Computer Science in Trade	Employment Law
3	Trade Performance Factors	Economics 2	Trade Controlling	Trade Marketing	Trade and Business English 1
4	Management	Business Finance	Market Research	Staff Management and Qualification	Trade and Business English 2
5	Internship Preparation	Internship			Internship Follow-up
6	Distribution Systems	Sales Management	Client Retention Strategies and Management	International Trade	Bachelor Project
7	Special Forms of Trade	Advertising and Advertising Psychology	Logistics	Marketing Law	Bachelor Thesis

Please note: Each module awards 6 Credits, 30 Credits per term, total 240 Credits.

One term takes 15 weeks of study, each module comprises 60 contact hours and 120 independent learning hours.