

Dipl. Textil- und Fashionmanager/in HF, Retail Management*
BSc (Hons) Retail Management - Studienstart HS2022

NEU

Pflichtmodule

Tag/Uhrzeit	Semester 1		Semester 2	
	Q1	Q2	Q1	Q2
Dienstag 08.30-12.00	Trends & Research	Marketing in Consumer Goods	Textile Chain	Product Management
Dienstag 13.00-16.20	Sales Excellence	Sales Leadership	Retail Technologies	In Season Management

Empfohlene Wahlmodule

Tag/Uhrzeit	Semester 1		Semester 2	
	Q1	Q2	Q1	Q2
Montag 18.00-21.15	Personal Branding	My own Website	Shoes & Accessoires	Visual Merchandising
	Biomechanic & Shoes	Winter Sports	Luxury & Lifestyle Products	All Season- & Summer Sports
				Accessories Manufacturing

Pflichtmodule

Tag/Uhrzeit	Semester 3		Semester 4	
	Q1	Q2	Q1	Q2
Mittwoch 08.30-12.00	Academic Research	Sourcing & Logistik	Human Resource Management	Material and Product Testing
Mittwoch 13.00-16.20	Finance and Budget Planning	Retail- and Sales Management	Digital Marketing	

Empfohlene Wahlmodule

Tag/Uhrzeit	Semester 3		Semester 4	
	Q1	Q2	Q1	Q2
Dienstag 18.00-21.15	Ethics for Creative Industries	Curated Marketing	Social Media in Fashion	Start-up in Creative Industries
	Event Management	Sustainable Business Models	Bio Design	Consumer Ethics & Behaviour

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Tag/Uhrzeit	Semester 5		Semester 6	
	Q1	Q2	Q1	Q2
Donnerstag 08.30-12.00	Classroom meets Business Project (d)		HF Thesis	
Donnerstag 13.00-16.20	Entrepreneurship in Retail		International Trade & Supply Chain Management	

Empfohlene Wahlmodule

Tag/Uhrzeit	Semester 5		Semester 6	
	Q1	Q2	Q1	Q2
Mittwoch 18.00-21.15	Storytelling, Styling & Photoshoots		Storytelling, Styling & Photoshoots	
	Sustainability & Lifestyle Management		Sustainability & Lifestyle Management	
	Digital Creativity & Industriy 4.0		Digital Creativity & Industriy 4.0	
	Global Business in the Creative Industries		Global Business in the Creative Industries	

Pflichtmodule

Tag/Uhrzeit	Semester 7	
	Q1	Q2
Freitag 13.00-16.20	Innovation in Retail Management	
	Bachelor Thesis	

***vorbehältlich der Anerkennung durch den Kanton Zürich und des SBFJ**

