

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

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 & Industry 4.0 | | Digital Creativity & Industry 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