



Marc Ushin GmbH - Fashion Retail

## Key facts

<b>Admission requirements</b>	Baccalaureate or similar university entrance qualification according to German law
<b>Admission procedure</b>	Assessment center plus interview
<b>Closing date for applications</b>	Summer semester: January 15 <sup>th</sup> Winter semester: July 15 <sup>th</sup>
<b>Start of programme</b>	Summer and winter semester
<b>Programme duration</b>	Bachelor: 8 semesters, Master: 2 semesters
<b>Study places</b>	Bachelor: 17 in summer semester, 18 in winter semester, Master: 15
<b>Semesters spent abroad</b>	One semester abroad
<b>Degree</b>	Bachelor of Science, Master of Science
<b>Costs per semester</b>	Enrollment fee Administrative fee

## Contact

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## BACHELOR/MASTER

# International Fashion Retail

## Key facts about the degree programme



# Welcome ...

## to the School of Textiles & Design

The textile industry has been a "global player" ever since ancient times, and it can be regarded as a trail-blazer in the process of globalization. It is impossible to imagine the world of textiles without international relationships and interconnections. This global network creates the conditions for the worldwide division of labor in the processing of raw materials and semi-finished goods, and means that the textile industry's entire range of products and production is available to the customer and to businesses further along the production chain.

## Degree programme International Fashion Retail

The combination of the small number of study places offered, the outstanding technical equipment available to students and staff, and the excellent business-studies modules in the syllabus ensures excellent learning conditions on this programme. Professors and teaching staff have detailed knowledge of the textile, clothing and retail business sectors, and work together with students on scientific or applied retail and industrial projects. This gives the students a valuable stepping stone towards a successful career. Each semester, new students are selected in an assessment center which includes representatives from textiles companies. All students spend one semester abroad at a university. It is also possible to do an international internship semester. The degree programme in International Fashion Retail combines general business knowledge with a focus on retailing, and graduates are qualified to take up a career in retail management.

## Campus

There are students from all over the world at Reutlingen University. Personal relationships developed while studying here are the networks of tomorrow! Studying, living, sports and leisure: on our compact campus everything is on the doorstep.

**'International:** Nowadays it is not enough to analyse sourcing, production and sales – processes which play a crucial role in the retail trade – only on the national level or only in the context of an individual company. Textile, clothing and retail companies are globally interconnected and they need junior and executive managers who are able to communicate and interact on the international stage, who can take responsibility for business processes and provide an impetus for company development.

**Fashion** is the second key term in the title of this degree programme, and refers not only to the rapid product changes in the fashion world but also to our students' passionate interest in clothing and clothing marketing.

**Retail:** This retail-oriented degree programme focuses on the workings of the various types of retail business and the problems they face, and also on the retail activities of the clothing industry as a whole.'

Prof. Dr. Peter Bug  
Dean of study programme 'International Fashion Retail'

## Outlook

The high academic standards of the School and of the whole University, the practical orientation of the programme, the many contacts with the clothing industry and retail companies already as an undergraduate: all of these factors combine to give students a good foundation for a successful start to their careers. The programme includes a number of projects in trade and industry undertaken during the semester, and an internship semester in industry; the Bachelor thesis is usually written in collaboration with a company.

On completion of the Bachelor's programme graduates can either go on to study for a Master's degree, or they can start work in the textile industry, mainly in retail or in the clothing industry. Executive functions for which they are qualified include retail management, purchasing, process management, product management, sales and marketing, and cooperation with other branches of the textile industry, as well as general management positions.



## Bachelor of Science

Each semester contains a work load of 30 ECTS (European Credit Transfer System) credit points leading to 240 credits at graduation. An internship semester abroad or in Germany is spent in a retail or clothing industry company. After successful completion of the thesis as the final task the grade 'Bachelor of Science' is awarded. The eight semester degree programme enables afterwards the application to international master programmes.

## Master of Science

Based on the Bachelor's programme graduates may enroll to the Master's programme "Textile & Clothing" with major "Retail Research". This programme aims to adapt the theoretical knowledge to practical and research problems. Students will have to work on real life tasks during their studies. On top of this, intellectual and social skills are improved: abstract and lateral thinking which goes far beyond the individual research questions will help students to later work in the industry with a highly systematic and problem solving orientated approach. For the Master's programme a Bachelor degree with minimum "good" in Textile Technology or Business Administration is required. With their Master's degree graduates can do a doctorate in cooperation with German or international partner universities at Reutlingen University. At the moment two doctoral candidates research in the field of sustainability in textile businesses.

### Exchange semester for international students

International students from partner universities are invited to study for one semester on the degree programme International Fashion Retail. For these students it is possible to draw up a Learning Agreement for a complete semester with 30 ECTS credits involving only modules taught in English.



## Curriculum

Bachelor's degree programme	
Degree	Bachelor of Science
1 <sup>st</sup> semester	Business Administration and Quality Management, Microeconomics and Spreadsheet Calculation, Business Mathematics, Retail Project, Fashion Markets, Digital Skills 1, Material Science and Textile Production
2 <sup>nd</sup> semester	Statistics, Business Accounting and Retail Economics, Macroeconomics, Civil Law and Retail Law, Clothing Technology and Material Testing, Fashion Marketing and Digital Publishing Competence, Researching Scientifically and Fashion Business Seminar
4 <sup>th</sup> to 5 <sup>th</sup> semester	External Study Semester Abroad, Fashion Retail Intern Semester (Abroad or in Germany)
6 <sup>th</sup> semester	Purchasing and Buying, Merchandise Knowledge, International Fashion Management Seminar, Sales and Fashion Forecasting, Strategic Forecasting, Elective Modules 1+2
7 <sup>th</sup> semester	Retail Buying, International Business Simulation, Investment and Financial Analysis. Elective Modules 3+4
8 <sup>th</sup> semester	Soft Skills, Bachelor's Thesis

## Requirements

### Requirements for Bachelor's programme

- › Baccalaureate or other equivalent university entrance qualification
- › 17 study places in summer semester, 18 study places in winter semester
- › Selection process including interview
- › Willingness to perform
- › Motivation for retail, fashion and clothing
- › Perseverance for several years
- › Interest in and commitment to group work and projects

### Selection process

The additional application for the selection process and the participation in this process are compulsory and precondition to get a study place.

Details can be found on the website of the School of Textiles & Design.

### Languages

The modules of the degree programme are taught either in German or in English. Very good skills in spoken and written German are indispensable. Foreign applicants must pass an exam in German language successfully as a precondition for application. Additionally good knowledge of English is necessary to master the modules taught in English. International exchange students for one semester are also accepted with good knowledge of English only, i. e. without skills in German.

### Closing dates for applications

- › Winter semester: July 15<sup>th</sup>
- › Summer semester: January 15<sup>th</sup>