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, and 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. In that context, Reutlingen University has been educating students and initiating research and development in the textile industry for over 150 years.

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 ensure 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 students a valuable stepping-stone towards a successful career. Each semester, new students are selected by professors and company representatives via an assessment center. All students spend one semester abroad at an international 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 with profound textile expertise. Graduates are qualified to take up a career in various areas of fashion business.

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.

Contact

Reutlingen University
School of Textiles & Design
Alteburgstraße 150, 72762 Reutlingen, Germany
td.international@reutlingen-university.de
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International Fashion Retail

Key facts

Admission requirements
Baccalaureate or similar university entrance qualification according to German law

Admission procedure
Assessment center plus interview

Closing date for applications
Summer semester: January 15th
Winter semester: July 15th

Start of programme
Summer and winter semester

Programme duration
Bachelor: 8 semesters, Master: 2 semesters

Study places
Bachelor: 17 in summer semester, 18 in winter semester; Master: 15

Semesters spent abroad
One semester abroad

Degree
Bachelor of Science, Master of Science

Costs per semester
Enrolment fee
Administrative fee

International: Today’s fashion and textile industry is truly international. Clothing and retail companies are globally inter-connected and need junior and executive managers who are able to communicate and interact on an international stage. They are searching for talents, who can take responsibility and provide an impetus for company development in a global context.

Fashion is the second key term in the title of this degree programme, and refers not only to the dynamic changes that the fashion world is constantly experiencing, but also to our students’ passionate interest in clothing.

Retail: This retail-oriented degree programme focuses on the business processes of various types of retail business and the opportunities and challenges the fashion industry is facing in that context.

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Welcome …
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 the industry; the Bachelor thesis may also be 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 working 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 the application to international master programmes.

Master of Science

Based on the Bachelor’s programme graduates may enrol to the School’s Master’s programme "Textile Chain Research" 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.

With the Master’s Degree graduates can do a doctorate in cooperation with German or international partner universities at Reutlingen University.

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

<table>
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<tr>
<th>Bachelor’s degree programme</th>
<th>1st semester</th>
<th>2nd semester</th>
<th>3rd semester</th>
<th>4th to 5th semester</th>
<th>6th semester</th>
<th>7th semester</th>
<th>8th semester</th>
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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 very 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 15th
- Summer semester: January 15th