



# International Retail Management Course Catalogue 2026

## Course offerings 2026

Below is a detailed description of the individual courses we will be offering in International Retail Management in the fall semester 2026.

## Course descriptions:

### **Mandatory courses for all participants of the Heilbronn International Program**

#### **Online Module "Europe, Germany and Heilbronn: A historical and cultural journey of discovery" // 1 ECTS (Examination quiz after each unit)**

This online German history and culture module aims to prepare our international students for their stay in Germany. The students go through a completely digital self-study path, which can be completed independently in preparation for their stay. The module is designed for around 25-30 hours over a total duration of 6 weeks. After completing the module, students should:

1. Have a basic knowledge of German history and understand its influence on today's society.
2. Recognize and reflect on Germany's cultural characteristics and values.
3. Have a basic understanding of German political systems and institutions.
4. Acquire specific knowledge about the Heilbronn region and understand its historical, cultural and economic significance.

#### **Intercultural Management (W3BW\_HD203\_1) // 3 ECTS (Portfolio exam)**

Intercultural Management explores the complexities of managing and leading in a globalized and diverse business world. Through engaging lectures and hands-on activities, you will learn how to effectively communicate and work with people from different cultural backgrounds, navigate cultural differences, and lead cross-cultural teams. You will also gain a deeper understanding of how cultural values and beliefs impact business practices and decision-making.

#### **Trends in International Management (W3BW\_HD203\_2) // 2 (+2) ECTS (Portfolio exam)**

Trends in International Management is a dynamic class that examines the latest trends, developments and technologies in the field of international management. In this class, you will learn about emerging markets and globalization, as well as how to adapt to and thrive in an increasingly interconnected and fast-paced business environment. You will also have the opportunity to explore real-world case studies and engage in interactive discussions with your classmates and instructor. Students have the choice of obtaining 2 (class participation and presentation) or 4 ECTS (class participation, presentation and written assignment).

## Elective courses

### **International Consumer Behavior (W3BW\_HD389) // 5 ECTS (Portfolio exam)**

International Consumer Behavior delves into the psychological, cultural, and social factors that shape consumer behavior in a global context. In this class, you will learn about the latest research and theories on consumer behavior and how they apply to different cultural and international settings. You will also have the opportunity to analyze and discuss megatrends, real-world examples and case studies.

### **International Retail Operations Management (W3BW\_HD387) // 5 ECTS (Portfolio exam)**

International Retail Operations Management is a comprehensive class that focuses on the strategic and operational aspects of managing retail businesses in an international context. In this class, you will learn about key concepts and best practices in retail operations management, including supply chain management, inventory management, store design and layout, and customer service. You will also have the opportunity to work on case studies and simulations, and apply your knowledge to real-world scenarios.

### **Human Resources Management, Organization and International Law (W3BW\_105) // 5 ECTS (written exam)**

Human Resources Management, Organization and International Law covers the fundamental concepts and skills needed to understand and manage human resources and organizational structures in an international context. In this course, students learn about key topics such as recruitment and selection, training and development, performance management, and employee relations. In addition, the course introduces essential aspects of international and employment law, including legal frameworks governing labor relations, employee rights, and organizational responsibilities across borders. Through case studies and applied examples, students develop a solid understanding of how human resource practices, organizational design, and legal considerations interact in international business environments. **There will be a written exam at the end of this course.**

### **Management of Digitalization and Sustainability // 5 ECTS**

Management of Digitalization and Sustainability introduces students to the strategic management challenges and opportunities arising from digital transformation and sustainability in an international business context. The course provides an integrated perspective on how digital technologies and sustainability goals shape modern organizations, business models, and decision-making processes. Students gain an understanding of key concepts, current technologies, and regulatory frameworks, as well as their implications for corporate strategy, organizational change, and responsible management. Through practical examples and case discussions, students learn how to analyze and design digital and sustainable strategies that address economic, social, and environmental objectives in a rapidly changing global environment.

**Fundamentals in Finance & Financial Markets (W3BW\_HD401\_1) // 3 ECTS (only offered for HIP students) (written exam)**

Fundamentals in Finance Financial Markets gives an overview of finance (public finance, corporate finance, personal finance) financial markets and financing management. The aim of the course is to familiarize students with issues relating to financial decision - making from the perspective of private investors, enterprises as well as public sector. The following topics will be covered:

5. Introduction to finance, investments, financial markets and financial decisions.
6. Domestic and international financial institution.
7. Corporate finance I: capital structure.
8. Corporate finance II: fundamental concepts in financial analysis.
9. Financial markets and financial instruments investments.
10. Personal finance.
11. Public finance.
12. Financial crises.

**There will be a written exam at the end of this course.**