

**Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)**

module title	Innovation Immersion in Retail
module number	[will be assigned by the examination office; numbers already assigned are to be left or indicated in the module description].
level	Master
degree program hosting the module	Elective for Master BWL
institutional anchoring	Wirtschaftswissenschaftliche Fakultät
subjects involved	Chair of Innovation & Creativity
module coordinator	Prof. Dr. Shashi Matta
examiner in the module	Prof. Dr. Shashi Matta
credit points (ECTS)	5
learning outcomes	<p>Innovation has transformed the retail industry in numerous ways. Everything from retail formats, the type and number of available channels, omnichannel strategies, payment methods, and the entire retail customer experience, has been disrupted and innovations continue at a rapid pace. This master course aims to equip students with the knowledge, deep understanding, and critical thinking skills, required to analyze retail innovation in today's age.</p> <p>This unique course is in collaboration with the University of Bologna's Bologna Business School, currently ranked as the # 2 Business School in Italy. The course actively involves the "Retail Observatory on Virtual Reality and Artificial Intelligence at the University of Bologna (in collaboration with the Retail Institute, Italy), and its company participants. The objectives of the course include -</p> <ul style="list-style-type: none"> <li>• A deep understanding of why innovation matters in retail organizations and why it is crucial for sustaining a competitive advantage in the retail industry.</li> <li>• Analyze breakthrough innovations in the retail industry.</li> <li>• Learn how to develop, implement, and manage innovations in retail organizations.</li> <li>• Identify and learn about various drivers, sources, and types of innovation in retail</li> <li>• Analyze the role of open innovation and collaboration with start-ups, in retail organizations</li> <li>• Critically examine a organization's business model and how it can adapt to new innovations in retail.</li> <li>• Use methods of empirical research to analyze, and measure the effectiveness and impact of retail innovations</li> </ul> <p>Besides technical skills in Retail Innovation, students gain soft skills such as teamwork, communication, and professional networking with start-ups and retail company executives. They will have the opportunity to actively interact and engage with students from the University of Bologna. Additionally, students enhance their analytical skills with rigorous discussions of published and real-life case studies in class. They will learn how to analyze, discuss, and critically question industry practices in Retail Innovation. As lectures and tutorials are held in English, students will have an opportunity to enhance their English language skills in a professional setting.</p>

contents/topics	<p>Part I: Introduction to Innovation in Retail</p> <ul style="list-style-type: none"> <li>• How are retail organizations innovating?</li> <li>• How can retail organizations manage and leverage innovations to boost their competitiveness?</li> </ul> <p>Part II: Drivers and Sources of Innovation in Retail</p> <ul style="list-style-type: none"> <li>• Organizational factors that enable and fuel innovation in retail</li> <li>• How are strategies and retail innovation related?</li> </ul> <p>Part III: Managing Innovation in Retail Organizations</p> <ul style="list-style-type: none"> <li>• Developing and managing innovation strategies in retail organizations</li> <li>• Barriers and challenges to innovation in retail</li> </ul> <p>Part IV: Future Trends and Disruptions in Retail Innovation</p> <ul style="list-style-type: none"> <li>• Mindset and typology of innovators in retail</li> <li>• Real-world innovation projects from leading retail firms</li> </ul>
formal requirements for participation	None
recommended requirements for participation:	None
teaching and examination language	English
teaching methods/course types	Lecture / Seminar
ECTS awarding criteria	<p>Performance record assessed with at least "sufficient":</p> <ul style="list-style-type: none"> <li>• Innovation Immersion in Retail Term Paper (100%)</li> </ul> <p>Description of Innovation Immersion in Retail Term Paper (100%)  The topic of the term paper (seminararbeit) will be connected to the themes learned by students under Innovations in Retail. Student will work in small teams (2-3 students per team) to submit their term paper, where each student has an individual contribution (50%) and a team contribution (50%). Formal requirements for the term paper will be announced at the start of the course.</p>
Workload / Distribution of ECTS credits	<p>5 ECTS points</p> <p>Lectures: 1,75 ECTS points, equals 50 hours (25 hours in Ingolstadt, 25 hours in Bologna)</p> <p>Self-study pre-and-post Lectures: 1,75 ECTS points, equals 56 hours</p> <p>Term Paper preparations: 1,5 ECTS points, equals 44 hours</p> <p>Equivalent to 150 hours</p>
Modul grade	Assessment of Term Paper
polyvalence with other degree programs/accessibility notes.	<p>Details in the donor module in case of polyvalence on event level:</p> <p>Polyvalence with the study programs:</p> <ul style="list-style-type: none"> <li>• Elective in the Master Program Business and Psychology</li> </ul>
Course rotation	SoSe (Summer Semester)

Remarks

- The course is in collaboration with the University of Bologna's Bologna Business School (BBS), which has a specialty center, "Retail Observatory on Virtual Reality and Artificial Intelligence (in collaboration with the Retail Institute, Italy).
- The course will admit a maximum of 15 students from WFI and a maximum of 15 students from BBS.
- The course will be conducted in a blocked course format in two parts – Part 1 in Ingolstadt, in May, from Thursday afternoon to Sunday at noon of a Summer Semester week in May, and Part 2 in June, from Thursday afternoon to Sunday at noon of a Summer Semester week in June
- The class sessions in Ingolstadt will be conducted by Prof. Dr. Shashi Matta and will include guests from Media Markt Saturn and retail industry start-ups from the Retail Hub. The class sessions in Bologna will be co-taught by Prof. Dr. Shashi Matta and the head of the Retail Observatory on Virtual Reality and Artificial Intelligence, and marketing professor, Professor Gabriele Pizzi. The sessions in Bologna will include participating companies in the Retail Observatory.
- The International Office (IO) of both faculties have agreed that participating students will be individually responsible for their own travel, accommodation, and insurance.
- The readings for this course include selected articles from top-ranked journals including the Journal of Marketing, Journal of Retailing, and Journal of Product Innovation Management, and from practice-oriented publications such as the Harvard Business Review. All readings will be listed in the detailed syllabus document at the start of the semester.