



E.H.E. Europa Hochschule EurAka CH

(E.H.E. Private European University EurAka
Switzerland)



Master of Business Administration in Retail Management

Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:



The Europa Hochschule EurAka CH is the official cooperation partner of the

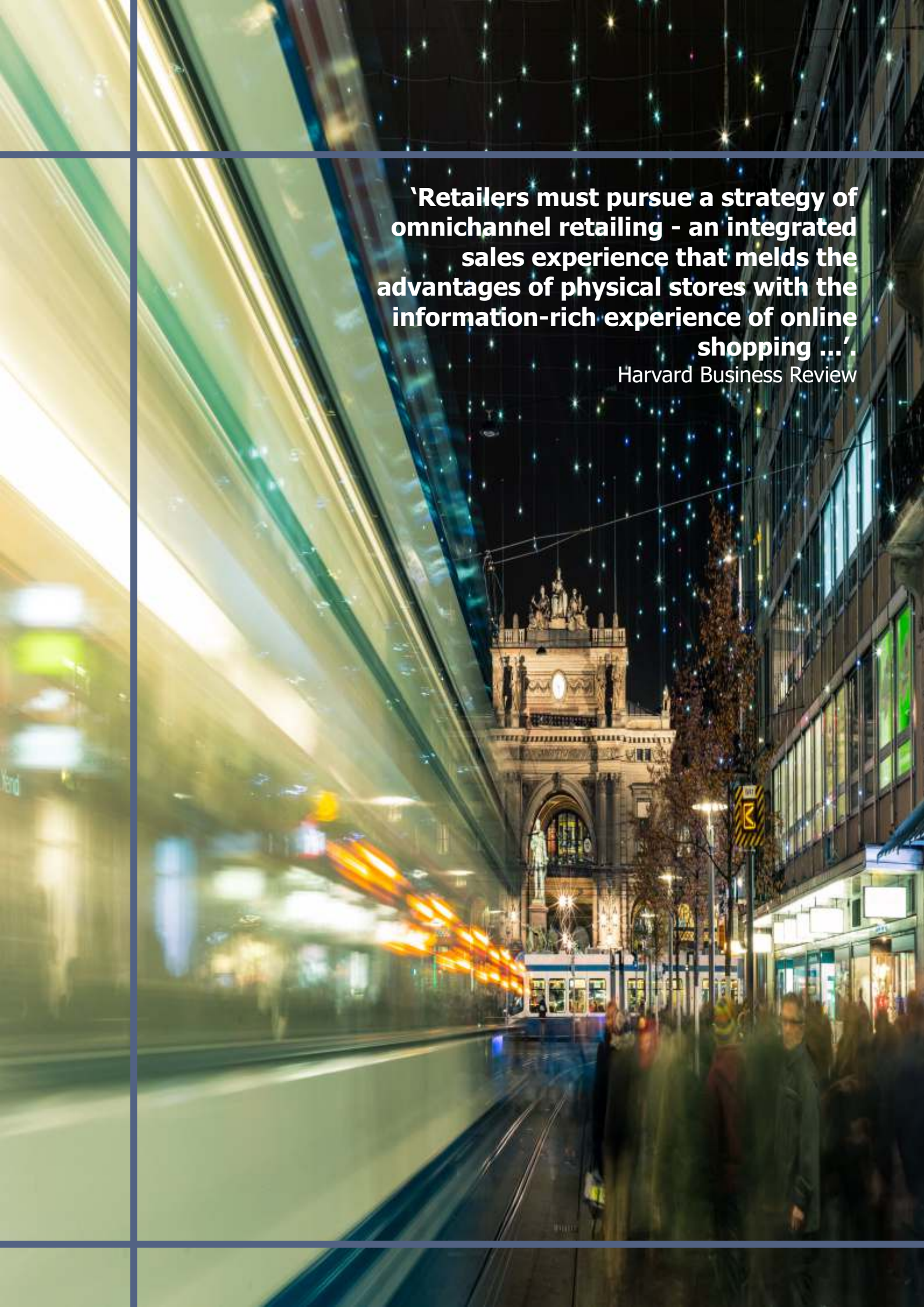
- Accreditation-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



ECBE

PRME Principles for Responsible
Management Education





'Retailers must pursue a strategy of omnichannel retailing - an integrated sales experience that melds the advantages of physical stores with the information-rich experience of online shopping ...'

Harvard Business Review

Welcome to EurAka, Welcome to Swiss Higher Education

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our private University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.

That Switzerland's Universities and Higher Education both belong to the world's best is for our private University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where inter-cultural understanding and mutual respect is at the core of the delivery of our studies. At our E.H.E. EurAka you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E.
Europa Hochschule EurAka CH.

Prof Dr h.c. Paul Diener
President



World-class Higher Education - Swiss made

The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns highest international reputation and attracts significant research funding from global

corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reapproved by the country's various regulatory authorities in 2016, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and the Canton Basel Landschaft. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University approved across Europe and beyond. Hence, the E.H.E. EurAka awards Degrees with ECTS credits.



The E.H.E. EuraAka:

- Officially approved Swiss private University
- Campuses and specialist knowledge centres in Switzerland and Germany
- Official Degree and Research Degree Awarding Powers
- University Institutes comprising
 - Economy
 - Technological Sciences | Engineering
 - Integral Medicine
- Degrees are part of the Process of Harmonisation of Higher Education in Europe according to DIN EN ISO / IEC 17024 and are awarding ECTS Credits
- Bachelor - Master's - Doctoral Studies (PhD and DBA)
- Advanced Member and Signatory of the United Nation's PRME Framework
- Institutional Member of the European Council of Business Education (ECBE)
- Additional offer of the personal ISO 17024 Certification embedded into programmes of studies
- Multinational faculty of internationally acknowledged Professors
- First tier research activities having attracted substantial research funds from governments and industry
- Close academic collaboration (teaching and research) with renowned international Universities from various countries all around the world
- Permanent consultancy for global corporations





Regional E.H.E. EurAka Centres - around the Globe

Delivering studies in often very distant countries means trust first of all. Students have to trust that they are getting the same high quality as if studying with the E.H.E. EurAka herself. The University must have the confidence that national centres of studies are exactly delivering this same quality.

This is not just a question of equality regarding graduates' skills and knowledge, it also is prerequisite regarding applicable regulations, in the E.H.E. EurAka's country of origin and additionally, in the host country of delivery.

To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe.

The same quality of studies is of utmost importance, because all students are awarded with the same Swiss degree. The E.H.E. EurAka takes her responsibility very seriously. Therefore, students' welfare and progress are permanently monitored. Furthermore, all our regional partner centres being entrusted with the delivery of our programmes of studies are receiving direct support for that students can study with confidence in the quality of their studies.

The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher
Vice President International



'The retail sector is a vibrant, dynamic and ever-changing marketplace. Retailers are re-sellers of goods and services, adding value to them and making them available 'close' to and convenient for the final shopping customer ... It is crucial that anyone hoping to succeed in a retail market understands these developments and puts together market-led strategies that offer a customer a real reason to visit their retail outlet in preference to all the others.'

Malcolm Sullivan and Dennis Adcock

The E.H.E. EurAka Master's Programmes

Whether Master of Business Administration or one of the E.H.E. EurAka's other Master's or Postgraduate programmes of studies, all are preparing candidates for senior management roles in organisations. A full variety of specialisation pathways allows either to have the wider managerial picture as content or offers specific pathways to become a specialist with corporations, as entrepreneur or for public services.

The typical Master's programme comprises eight modules to which adds the Master's thesis. E.H.E. EurAka Master's programmes are fully conform with European requirements on postgraduate studies. I.e., they award a minimum of 90 ECTS credits (European Credit Transfer and Accumulation System). Some programmes, which the private University considers as elite programmes, go significantly beyond 90 credits. These particular programmes demonstrate employers the outstanding excellence our Graduates have even more.

Students should be especially aware of two major advantages of advantageous differentiation:

- ⇒ The E.H.E. EurAka does not award just Business School Degrees, but Degrees of a private Swiss University.
- ⇒ Degrees of the private University EurAka are officially approved academic Degrees. To this consequentially adds widest international equivalence in Europe and beyond.

The courses' wider strategic objectives are to educate the responsible manager, who understands the general picture and wider implications by which organisations of different kind and industries are driven and have to be managed. Internalising these criteria into the curriculae enhances Graduates' employability and career opportunities significantly. All E.H.E. EurAka Master's programmes provide Graduates with extended and superior knowledge being fully concentrated on latest research and future developments. They focus on modern organisational challenges, forces, and values driving these. The courses combine knowledge on organisations with key management practice skills for real use and application. Cross-functional and inter-disciplinary approaches by integrating wider managerial perspectives support graduates and their organisations equally.



Programme Structure

- **Economics and Retailing**
- **Human Resource Management**
- **Consumer Trends and Retail Management**
- **Marketing Management**
- **Accounting and Finance**
- **Strategic Retail Management**
- **Retail Management and Technology**
- **High-streets, Shopping Malls, and E-Commerce**
- **Retail Supply Chain Management**
- **Business Research Methods**
- **Master's Thesis**



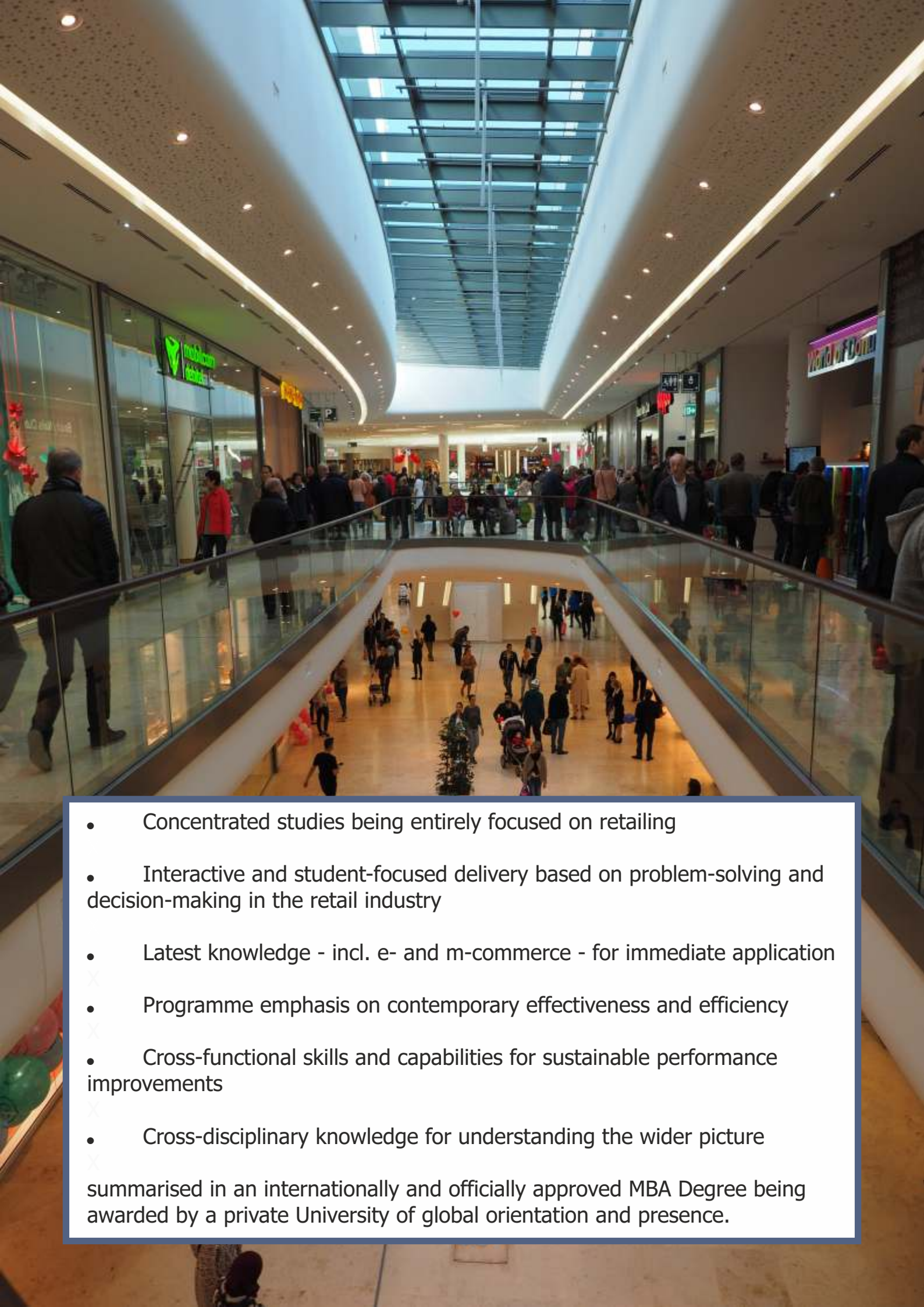
The Master of Business Administration (MBA) in Retail Management develops profound knowledge in management and sophisticated understanding of present and future developments in retailing. Physical retail shops, e-commerce, and m-commerce are analysed and set into context covering single and hybrid strategies targeting performance and effectiveness of the retail industry. These aspects are complemented by cross-functional understandings driving competitiveness and viability of respective individual retail organisations.

The particular Intended Learning Outcomes are:

- Develop critical thinking and analytical approaches to theory and practice of future-oriented retail management by in-depth analysis of the internal and external organisational environment.
- Enhance the ability to read, understand, and make sense of specific organisational needs for effectiveness in retailing through comprehensive understanding of physical and online markets.
- Extend the capacity to evaluate and critically select between strategies, tactics, and operational models being applicable as individual or hybrid strategies in physical and virtual contexts.
- Provide organisations with necessary insights and robust structures for respecting corporate social responsibilities and sustainability in retailing and its supply chain.
- The capability of translating and applying theory directly into practice for the improvement of retail organisations' outcomes.

Programme Objectives





- Concentrated studies being entirely focused on retailing
- Interactive and student-focused delivery based on problem-solving and decision-making in the retail industry
- Latest knowledge - incl. e- and m-commerce - for immediate application
- Programme emphasis on contemporary effectiveness and efficiency
- Cross-functional skills and capabilities for sustainable performance improvements
- Cross-disciplinary knowledge for understanding the wider picture

summarised in an internationally and officially approved MBA Degree being awarded by a private University of global orientation and presence.

Short-term Postgraduate Courses ~ Gradual Progress Inside ~

For those being interested in gaining additional knowledge in retailing without committing to full-length studies, the E.H.E. Europa Hochschule EurAka CH offers

- **The Postgraduate Certificate in Retail Management consisting of four modules**
- **The Postgraduate Diploma in Retail Management consisting of eight modules**

The Postgraduate Diploma (PGDip) gains 60 ECTS credits and the Postgraduate Certificate (PGCert) achieves 30 ECTS. Studies are the same as those of the full Master's Degrees, but the period of studies is much shorter. An additional advantage is that both PGDip and PGCert can be used as part-fulfilment for the full Master's Degree later.

Such integrated flexibility can be very attractive for all those being time constrained or not needing a full Master's Degree for individual reasons. However, it is always possible to return and extend or complete the Master's Degree at a later time.

An additional advantage is that organisations often contribute to such short-term studies as part of their staff development schemes.



Entry Requirements

Admission by Education

Master's studies of the E.H.E. EurAka are focused programmes of Postgraduate academic studies. They are aimed at candidates, who have obtained a prior Undergraduate Degree in form of a Bachelor Degree or other national equivalent. The University widely accepts higher education degrees not regarding their country of origin or foreign Higher Education system. Essential prerequisite is that the undergraduate degree is officially recognised in its country of origin. Previous studies with professional bodies may be accepted equally, if the professional body is officially acknowledged.

Admission by Professional Experience

Equally welcome are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the chosen pathway of specialisation. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of five (5) years on managerial or supervisory level, unless indicated differently. The Registry of the E.H.E. EurAka requires written evidence to be submitted with the Application Form.



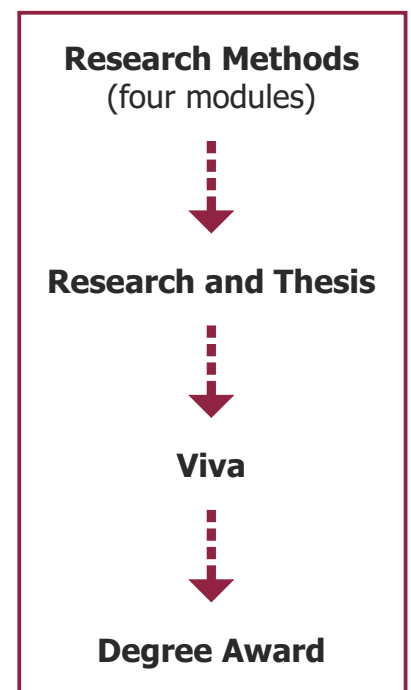


Progression Route: The Doctor of Business Administration

The DBA is the perfect progression route for MBA Graduates. In contrast to the PhD, which can be selected as well, the DBA is about applied sciences: researching issues in the real world and discover interrelationships, interdependencies or find ways to new organisation-oriented solutions.

Studies of the DBA typically consist of a period of three years. In these, students are supervised by their individual Director of Studies, who supports them in their research. But the initial semester is dedicated to four Research Method modules being the only part of presence studies. Then, students research independently.

Detailed information can be found in the Doctoral Brochure of the E.H.E. EurAka. The University's Doctoral School will be happy to inform, too.





'We know who our customer is and we're a company standing firm with our point of view.'
Ralph Lauren

CERTIFICATION

The Student Value+ Formula:

Master's Degree

+

ISO 17024 Certification

=

Employability Impact



ISO Certification 17024 for Retail Managers

Beyond academic Degrees, the E.H.E. EurAka offers to students - as one of the first universities - the exceptional integrated option to gain the international ISO 17024 Certification.

ISO Certifications are famous and especially recognised all over the world. Organisations seek for ISO Certifications as clear demonstration of their quality. Here now is the very unique option and opportunity for E.H.E. EurAka students to do the same and that within their regular programme of studies.

This ISO 17024 Certification does not accredit organisations, but the individual - the E.H.E. EurAka student - according to official accreditation standards of the International Organization for Standardization.

To make the ISO 17024 Certification possible, the globally oriented E.H.E. EurAka closely collaborates with those official organisations, which are authorised to issue and award the respective ISO 17024 Certification. ISO Certifications are globally recognised and valid. They additionally enhance career perspectives.

Which now are the benefits? Beyond their academic Master's Degree or even Double Degree, the third option is to demonstrate to employers that a Graduate has met the official requirements for being a Certified Expert according to globally recognised ISO 17024 standards on professional level of expertise. This academic - professional expertise clearly goes beyond present standards employers expect. These combined qualifications, the private EurAka University is proud to offer, clearly differentiate the University's Graduates on highly competitive job markets and is a culmination of what they offer to employing organisations. That is, what superior value education stands for.

Global Student Benefits

- **Degree from a private Swiss University**
- **International Degree officially approved in Europe**
- **Further official approval beyond Europe**
- **Campuses in Switzerland and Germany**
- **Latest academic knowledge with practice-orientation for Employability Impact**
- **Individual ISO 17024 Certification**
- **Delivery by carefully selected national Partner Institutes making studies more affordable and accessible**
- **Certificate, Transcript, and the official EU Diploma Supplement of the Europass**
- **Part of a truly global student community**
- **Progression up to doctoral studies with the E.H.E. EurAka herself or other universities**
- **International Graduation Ceremonies**
- **Global Alumni Network**



'A store has got to be much more than a place to acquire merchandise.

It's got to help people enrich their lives.

If the store just fulfills a specific product need, it's not creating new types of value for the consumer. It's transacting.

Any website can do that. But if a store can help shoppers find outfits that make them feel better about themselves, for instance, or introduce them to a new device that can change the way they communicate, the store is adding value beyond simply providing merchandise.

The stores that can do that will take the lead.'

Ron Johnson Vice President Retail Apple Inc.

Retail Isn't Broken. Stores Are. Harvard Business Review



The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of EurAka Graduates grows each year.

This moment also is the University's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.

CONNECT



**E.H.E. Europa Hochschule
EurAka CH
Erlenstrasse 31
4106 Therwil
Switzerland**

**International Registry:
EurAka Campus Germany**
E.H.E. Europa Hochschule
EurAka CH
Kronthaler Str. 11
61462 Königstein im Taunus
Germany
Ph: +49 6173 608 4842
Email: info@euraka.ch

E.H.E. Europa Hochschule EurAka CH

(E.H.E. Private European University EurAka
Switzerland)

