Master-Projects Summer Semester 2019

Schedule

20.-31.03.19 Online-Registration

05.04.19   08h15   Brief introduction to projects by Evelyn Lempa
              09h00   Start of projects in separate rooms

26.04.19   08h15 – 11h45 Project coaching by Viktor Schmidt

24.05.19   Project check-up on project management (=> Prof. Rabe)

26.06.19   Delivery of the project folder with final report to E. Lempa (10h00 room Z242), and of the final presentation via mail to evelyn.lempa@hs-niederrhein.de)

28.06.19   Final Presentations (room/ time tba)

PROJECT 1

Title of the project	**Comparing Business Models and Financials of ESPRIT, H&M and Inditex by using the McKinsey Global Fashion Index (MGFI)**
Project supervisor	**Prof. Dr. Uwe Schlick**
Meeting day/ time with Project supervisor	Fridays, 10h00 – 11h45
1. Meeting	**Friday April 05th 2019 at 08h15** Room tbd after online registration
Content of project work	- Analysis of the business models (brand & marketing strategy, growth & internationalization strategy) of the three companies - Analysis of annual financial reports of those companies - Identification of key variables of the MGFI-Model - Measurement of financial performance of those over the last 10-20 years by calculating the key variables of the MGFI-Model
Aim of the project	- Get to know the different business models, the p&l and balance sheet effects of the three companies - Get familiar with the MGFI Model and the key variables to measure economic performance - Get the skills to analyse the financial performance of three companies over a longterm period - Find out which business model/ which company is more successful and why

PROJECT 2:

Title of the project	**Biotechnology and Textiles**
Project supervisor	**Dr. Sabrina Kolbe**
Meeting day/ time with Project supervisor	Fridays, 08h15 – 10h00
1. Meeting	**Friday April 05th 2019 at 08h15** Room tba after online registration
Content of project work	Scientific analysis of enzymes used in the textile chain up to reprocessing. For this purpose, after detailed theory parts several biotechnological methods will be worked out in collaboration with the supervisor. Scientific experimental design, performance, analysis and documentation will be focused. A scientific report will be generated at the end of the course.
Aim of the project	Deeper knowledge of biotechnology processes in the textile process chain. Improvement of scientific work and scientific documentation of results (e.g. as preparation for the master thesis).

PROJECT 3

Title of the project	**Classification and evaluation of strategies for the avoidance of returns**
Project supervisor	**Prof. Dr. Markus Muschkiet**
Meeting day/ time with Project supervisor	Fridays, 10h00-11h45
1. Meeting	**Friday April 05th 2019 at 08h15** Room tbd after online registration
Content of project work	In „Returns Management"also known as „Reverse Supply Chain Management" avoidance of returns is in important point. While the return rate for home electronics is around 6.8 %, the market for Clothing and footwear has much higher returns. (27.5%) Especially fashion shops have to struggle with so-called selection orders. The customer consciously orders an article in different sizes and colors. Whatever pleases and fits is kept, the rest is returned to the retailer. There are a multitude of strategies to avoid returns. Just to name some: Assortment-oriented measures; Improving quality control with regard to functionality; Checking return communication; Checking whether the visual impression deviates too much from the reality of the goods etc.
Aim of the project	Learn about classification and evaluation of return avoidance strategies