



BACHELOR PROGRAM IN RETAIL MANAGEMENT

STOCKHOLM SCHOOL OF ECONOMICS



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PHOTOGRAPHS: JULIANA WIKLUND WHERE NOTHING ELSE IS STATED.



DO YOU WANT TO MAKE A DIFFERENCE?

STOCKHOLM SCHOOL OF ECONOMICS IS THE PLACE FOR YOU

The Stockholm School of Economics (SSE) is for anyone who wants to fulfil their dreams. We provide you with the opportunity to develop your talents and abilities, and to use them for something you truly believe in.



FIRST CLASS EDUCATION

As a student at SSE, you will receive a first-class education. Many of our professors and teachers are leaders within their respective fields, and share their knowledge and research findings to students through the day-to-day teaching process. SSE also invests considerable resources in you as a student. We believe that cooperation between students, as well as a close dialogue between students and teachers are critical to a quality education and a fostering of community spirit.



CLOSE TIES TO BUSINESS

The close collaboration with the business community is unique. We are in continuous dialogue with companies to ensure that our students develop the competencies that the labor market requires. As an SSE student, connections with the business world are woven into your everyday life to help you transition naturally to professional life after graduating. Each week, SSE receives visits from companies who talk about the activities and opportunities they offer. The presence of these companies generates contacts, and many students secure jobs through these meetings.



INTERNATIONAL ENVIRONMENT

At SSE, you will meet teachers, lecturers, researchers, companies and students from many different countries. This gives studying and student life here a strong international flavor. There is also the possibility of studying languages and engaging in a variety of exciting international projects. We collaborate with top universities worldwide, often through networks like the Partnership in International Management (PIM) and CEMS – the Global Alliance in Management Education. Through partnerships with top-ranked, internationally recognized universities around the world, we also offer a limited number of opportunities for students in the third year of the Retail Management program to study abroad.



WHO WE ARE

The Stockholm School of Economics is a private university that was founded in 1909 by Swedish industry. We are a small school of about 1,800 students, which creates a sense of belonging and closeness between students and staff. We also conduct internationally outstanding research, with many of our researchers being among the leading figures in their respective fields.

The School has a clear focus on sustainability and equipping our students to become responsible decision makers in the future. Several of our research centers investigate how sustainable markets can be created, and how they should be organized.



AN EXCEPTIONAL NETWORK

During your time as a student at SSE, you will meet many interesting people. Each week, you will not only meet other students, lecturers and guest speakers, but you will also meet business representatives and inspiring personalities invited by the School. Some of the people you meet here will become your close friends, many others you will encounter during your working life. Regardless, you all have something in common: the Stockholm School of Economics.



The Stockholm School of Economics has the most satisfied students in Sweden and the most extensive focus on student employability, according to Universum's annual survey FöretagsBarometern for 2017.

BSc IN RETAIL MANAGEMENT

A PROGRAM WITH A STRONG FOCUS ON RETAILING

The retail industry is currently in an era of rapid development and change. The retail landscape is being transformed, with digitalization and sustainability as two major factors. Retailers have realized that they need new business models to have a sustainable future and they are aware of the need for new talent.

SSE's BSc program in Retail Management prepares you for a successful career in retail or with companies in business with retailers, such as suppliers and management consultants. The graduates from the Retail Management program are in high demand in the retail sector and among other companies requiring retail expertise.



DISTINCT PROGRAM BUILDS ON PARTNERSHIP WITH SWEDISH RETAIL

The program is financed by the Swedish retail sector, which also participates actively in the education. Ten companies are the major partners to the Retail Management program: Accenture, Axel Johnson, Coca-Cola European Partners, Coop, H&M, ICA, IKEA, The Swedish Trade Federation, Swedish Match, and Systembolaget. They support both the Retail Management program and the retail-related research conducted at SSE.

The very close co-operation with retail companies in Sweden is manifested through the Applied Retail Track. This is designed specifically to bridge theory and practice for students during the three-year program. In addition, the Antonia Ax:son Johnson Tutorial program ensures that each student has a tutor to guide them through the program, helping them establish their objectives for their studies and future career.

We also engage guest speakers from industry, ensuring that the curriculum is up-to-date with current trends and

market developments. As a student, you will meet senior executives, specialists, and other interesting people from the retail world.

UNIQUE OPPORTUNITY TO BE PART OF CREATING A CENTER OF KNOWLEDGE

The core faculty responsible for the Retail Management program works at the SSE Center for Retailing. The goal of the Center is to create an academic hub with a focus on retail research and retail education. The Retail Management faculty consists of experienced and renowned teachers and researchers in business administration and economics. The faculty also has in-depth knowledge of retail issues.

RETAIL CLUB PARTNERS

accenture

AXEL JOHNSON AB

Coca-Cola

coop

H&M

ICA

IKEA

SYSTEM
BOLAGET

SVENSK
HANDEL

SWEDISH MATCH



“The research at the Center for Retailing (CFR) sets out to offer insights into contemporary challenges in retail management. CFR’s close links with the retail industry enable us to stay at the forefront of retailing thought and practice and also to quickly identify research needs and access real-life data from actual retailers. At the same time, our academic freedom allows us to independently challenge established wisdoms and the status quo. This ensures high



Professor Sara Rosengren
Head of SSE’s
Center for Retailing

managerial relevance, as well as academic precision in the research conducted at the center.

For example, researchers at CFR are currently working on several projects connected to the digitalization of retail offers. Projects cover topics such as shopper behavior in a world with multiple retail channels, the economic impact of adding an online offer to an existing physical retail network, and the use of smart phones in the shopping journey.”



BSc Retail Management (180 ECTS credits)

YEAR 1

Fall

- Introduction to retailing
- Accounting
- Marketing
- Management control

Spring

- Supply chain management
- Microeconomics
- Economic statistics
- Macroeconomics

YEAR 2

Fall

- Management and organization
- Finance
- Business law
- Retail accounting and financial management

Spring

- Marketing research
- Shopper marketing
- Marketing communications
- Retail buying and merchandising
- Sales and service management

YEAR 3

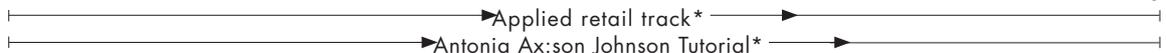
Fall

- Current issues in retailing
- Operations strategy
- Retail management control

Spring

- Brand and category management
- Strategy and business creation
- Bachelor thesis

YEAR 1



**runs during all semesters*

PROGRAM DESCRIPTION

From day one, the Retail Management Program is specialized on retailing, while also containing the same content students normally receive at all business schools, including, economics, marketing, accounting, management, strategy, etc. Many courses are adjusted to give both general content and retail-specific content.

The degree will qualify you to apply for certain specializations on Master programs at SSE or a Master program at another college or university in Sweden or abroad. All teaching is conducted in English.

During the first two years, a semester at the Retail Management program typically includes four to five courses. During the third year, students take fewer courses but write two larger reports, a company project within the Applied Retailing Track and their Bachelor thesis.

The activities in the Applied Retailing Track and the Antonia Ax:son Johnson Tutorial are run in parallel with the classroom courses over three years.

THE APPLIED RETAIL TRACK

The Applied Retail Track is a course where theory and practice are combined and a unique interaction between students, faculty, and companies is established. Ten retail clubs (one for each partner company) comprise the track. Each retail club consists of 15–20 students from all years in the program, company representatives, and a faculty member from SSE. The core teaching formats on the Applied Retail Track comprise half-day workshops and company visits, in which all students in a retail club participate. Additional activities, such as theme lectures,

KEY LEARNINGS EACH YEAR

YEAR 1: Getting to know the retail industry

YEAR 2: Focusing on your own career planning

YEAR 3: Applying your knowledge in real projects

career planning (year 2), and a company project (year 3) complements these core formats. The course gives companies and students great opportunity to get to know one another and to exchange ideas and share experiences. Read more about the retail clubs on www.hhs.se/retailclubs

ANTONIA AX:SON JOHNSON TUTORIAL PROGRAM

The Antonia Ax:son Johnson Tutorial Program starts in 2018 and will focus on offering a more personalized learning experience for students. It seeks to convey general knowledge and develop intellectual capacity, complementing the academic and practical content of the Applied Retail Track. Students will be invited to discuss their experiences and reflect on their own development with a tutor: i.e., faculty member.

“SSE is a business school with a good reputation in Sweden and abroad, and an education with close contacts with (retail) companies. And an amazing student life!”



Katarina Dahlgren, Malmö
Retail Management

“SSE offers top-class education, but also plenty of scope for fun and team engagement alongside that.”



Carl Osterman, Nacka
Retail Management

UNIVERSITY STUDIES

Studying at a university is a little different from studying at high school. But how does it really work? Here's what you need to know.

SSE's educational foundation rests on attendance and participation. This means that physical attendance is important, as is the interaction between students and between students and teachers. We work actively to promote equal opportunities and increased diversity, and strive to make the school a creative and stimulating place where people with diverse backgrounds and experiences feel encouraged and welcome.

HOW DOES IT WORK?

An academic year consists of 40 weeks divided into two semesters, an autumn semester and a spring semester. The studies are full-time and many courses are compulsory. Full-time study means that you will complete 60 ECTS credits per year. Instruction is conducted in the form of lectures, seminars, projects and other tasks. Project work and assignments are common, and are completed individually or in groups. The academic year is divided into four teaching periods, which means that there are two periods per semester. Each period concludes with an exam period. Many find the first period to be the most difficult because so much is new, both in terms of what you study and how.

In addition, the Retail Management program has the Applied Retail Track and the Antonia Ax:son Johnson Tutorial that run over the course of the entire Bachelor program.



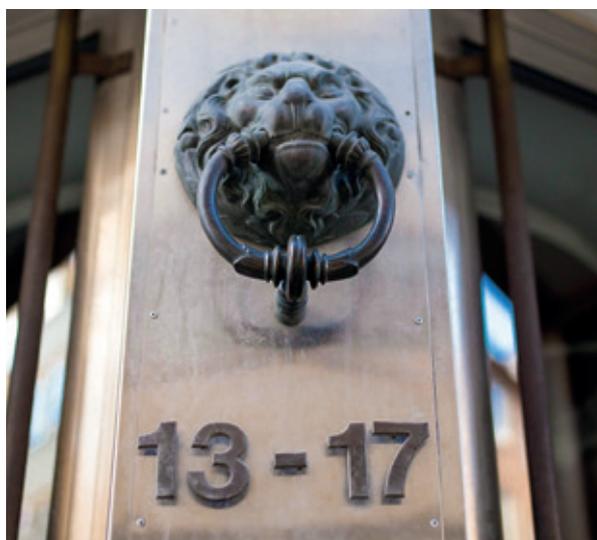
WHAT IS AN EXAM?

Through examination, students demonstrate what they have learned on each course. Courses can be examined in several different ways: through written tests, assignments, project work and presentations, for example. An exam refers to the written test at the end of a course. Some courses are graded on a scale: Excellent, Very Good, Good, Pass and other courses are Pass/Fail. Some students may be given an outstanding award by the course director.

"The Retail Management program offers opportunities to build relationships with companies unlike any other program you've seen before, it's such a unique experience you can't find anywhere else"



Asmir Mahmuljin
Stockholm





SSE also offers a Bachelor program in Business and Economics conducted in Swedish. This program is described in a separate brochure as well as on our website: hhs.se/be





FOTO: FANNY WIDEPALM



FOTO: ELIN HOFMANN



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AN ENGAGING STUDENT LIFE

Beyond the studies, with lectures and group work, being a student at the Stockholm School of Economics also involves becoming part of an even larger community. Many students testify to an engaging atmosphere, making SSE extra special and fun.

The Stockholm School of Economics' Student Association (SASSE) is one of the most active in the Nordic region and has existed since 1909, when the School started. Since then, SASSE has engaged actively in the university and the education it provides, working with corporate contacts and organizing social events to enhance students' time at SSE. Here, you will have opportunities to develop and to build important experience alongside your studies, and perhaps an opportunity to apply your new knowledge in practice. The Student Association enables you to make your own projects a reality and to test your ideas. If you find anything to be lacking, you can feel free to suggest something new. With active students and a high level of engagement, everything is possible!

CLOSE CONTACTS WITH EMPLOYERS

By organizing corporate presentations, fairs, and events, the Student Association has built up a broad network of contacts, both nationally and internationally. Students are actively involved in these efforts and collaborate with a large number of interesting companies.

KEY INFLUENCERS

Students are represented in decision-making bodies within the Stockholm School of Economics, meaning they play an important role in influencing the contents of the education provided, the School's focus and other important issues.

FRIENDS FOR LIFE

Engaging in student life is fun and often builds strong ties, forging friendships that last a lifetime. These connections last, forming a network that is of significance even in your later professional life.

A CHANCE TO TRY YOUR WINGS

Initiatives to launch exciting new projects are encouraged by SSE and SASSE alike. As a student at the Stockholm School of Economics, you have every opportunity to successfully influence and implement a dream project or a new idea. Almost all students participate in one project or another during their time at the School.

Some examples:

Introduction weeks – Each year, the Student Association, together with the Stockholm School of Economics, organizes a fantastic introduction period for all new students on the Bachelor and Master programs. Through daytime and evening activities, we welcome the new students. During the first weeks, a wonderful sense of community is being formed.

Entrepreneurship Society – Entrepreneurship is becoming increasingly popular among the students, and thanks to the Entrepreneurship Society, various opportunities are offered. These range from inspirational meetings with entrepreneurs and panel discussions, to opportunities to convince a jury of the merits of your business concept.

Handelsdagarna – The year's largest recruitment fair with more than 75 exhibitors from different sectors. Here, you have the opportunity to listen to interesting speakers and to talk with representatives from the different companies interested in meeting our students.

Women's Finance Day – A day on which our female students are given the opportunity to meet and be inspired by representatives from the financial sector.

Sports – Each week, SASSE offers students opportunities to participate in various sports such as tennis, football, cheerleading, swimming, basketball, volleyball, floorball, MMA and running. The range varies according to student demand and it is always possible to suggest new sports.

SSE Summer Party – Over the year, many parties are organized with different themes. The SSE Summer Party is the largest party with as many as 1,000 students participating and popular artists being invited – making it one of the absolute highlights of the year.

WHAT HAPPENS NEXT?

With a bachelor degree from SSE, you have countless of opportunities – the choice is yours! More than 95 percent of our students find a job within three months of completing their studies. On our job portal, hundreds of opportunities from companies around the world are advertised every week.

STUDY FOR A MASTER DEGREE AT SSE

After the three-year bachelor program, many of our students choose to continue studying at SSE by taking a two-year master degree. Read more about SSE's Master programs at www.hhs.se/education/msc.

ENTER THE EMPLOYMENT MARKET

After graduation, those who want to enter the job market will have excellent, interesting employment and assignment opportunities. The Applied Retail Track gives students an inside perspective into different career opportunities within retailing and allows them to start building a network in this field. Several of the companies participating in this track offers job opportunities and careers in Sweden and internationally. Those who have graduated from the school work in a variety of industries and fields. They are, for example, brand managers, key account managers, entrepreneurs, project managers, PR consultants, marketing researchers, marketing managers, controllers, and management consultants.

Retail knowledge is not only in demand in the traditional retail sector. After your education, your skills will also be applicable to working in the manufacturing or service sector, or working as a brand, product or expansion manager. You will also be qualified to work in any business that increasingly invests in stores, such as banks, insurance companies, automotive companies, and mobile operators, the choices are many.

We are proud to say that, according to our Placement Report 2016, more than 95 percent of the students choosing to enter the labor market following graduation secured a job within three months.

DEVELOP YOUR OWN BUSINESS IDEA

Are you among those students who come to SSE with your own business idea? At SSE Business Lab, you will be given the opportunity to develop your business idea and your entrepreneurial talent. The business lab offers professional advice, practical training and access to a network of experts. Over 70 percent of all the business ideas developed here become profitable businesses. Klarna, Digiexam, DeoDoc and Yollibox are just some examples of successful startups from SSE Business Lab.



WHERE ARE OUR ALUMNI TODAY?

Many of our Retail Management students start their careers after they graduate, both in Sweden and abroad. The skills they obtain while studying and the relationships they build through the School's various clubs and events give them a leading edge in whatever business sector they pursue.



CHRISTINA ECKERROT,
Key Account Manager Fast food & Canteens, Coca-Cola European Partners

My main responsibility as a KAM is to maintain good relationships with our customers, and together we develop assortments plans, campaign activities and a lot more. In addition, an important part of my job is to negotiate contracts with new and existing customers.

The Retail Management program and the retail clubs gave me a solid understanding of the retail market. Before I graduated, I had already learned about and been in contact with several top companies. This exposure both helped me get my first full-time job and has been appreciated by managers and colleagues at the company. During your time at the retail management program, you are surrounded every day by people with the same ambitions and goals as you. If I had to choose again, I would definitely still go for the Retail Management program.

BSc in Retail Management, 2014



ERIK SIGBLAD,
Snacking and Retail Environmental Development Manager, Mondelez International

My job at Mondelez is to drive a long-term growth agenda for our customers in the snacking product market across the UK & Ireland. I'm part of the sales department and work with all of our customers and categories to help shape the strategic plans of the business. On a daily basis I do a lot of market analysis and research to bring fresh insights and knowledge to the organization, with the goal of finding new ways of working and becoming an adaptive and leading organization.

The Retail Management program was just the program I needed to take the right steps in my career. It's unique composition of business-adapted courses and real-life

company case studies gave me a head start when I entered the workforce. The research component plays a central role in everything at SSE, and the fact that you have excellent professors that really want to see you succeed in your career definitely helps. SSE opened my eyes to the interesting FMCG business and is the reason that I work for Mondelez International today.

Now, six years later, I have had five different positions in the company, both in Sweden and in the UK. I use knowledge from my education on a daily basis, especially within shopper/consumer research and how to tackle market data. The presentation skills I learned in almost all of my courses has taught me how to convince people and bring them on the journey with me; which is the key to success in business.

BSc in Retail Management, 2011



ANNIE KLOSER, *Supply Chain Merchandiser, H&M*

In my role as Supply Chain Merchandiser for Austria, Slovenia, Croatia and Serbia, I am responsible for the allocation of products with the goal of maximizing sales and minimizing costs. In cooperation with other departments, I implement short- and long-term product allocation strategies. I need to be flexible to work with many different people and teams in my position, so it includes a lot of traveling.

I got in contact with H&M through the retail club during my studies, where I was the head of the club at the time. I had the opportunity to proceed with my project and meet many inspiring people. I decided that I wanted to give working life a chance after my Bachelor and applied for a position at H&M abroad. At SSE I learned to take opportunities and work hard. The program also gave me an excellent base in Retail Management theory, which I definitely use regularly.

BSc in Retail Management, 2012

HOW TO APPLY

INTERNATIONAL STUDENTS

The deadline for international applications is in January 2018. Generally, international students will be admitted based on grades and English language tests. More information on requirements is available at www.hhs.se/cfr.

SWEDISH STUDENTS

The deadline for applications for Swedish students in Sweden is in April 2018. Admission quotas are based on grades, the Swedish Scholastic Aptitude Test, special merits, and alternative admission. More information on requirements is available at www.hhs.se/cfr.

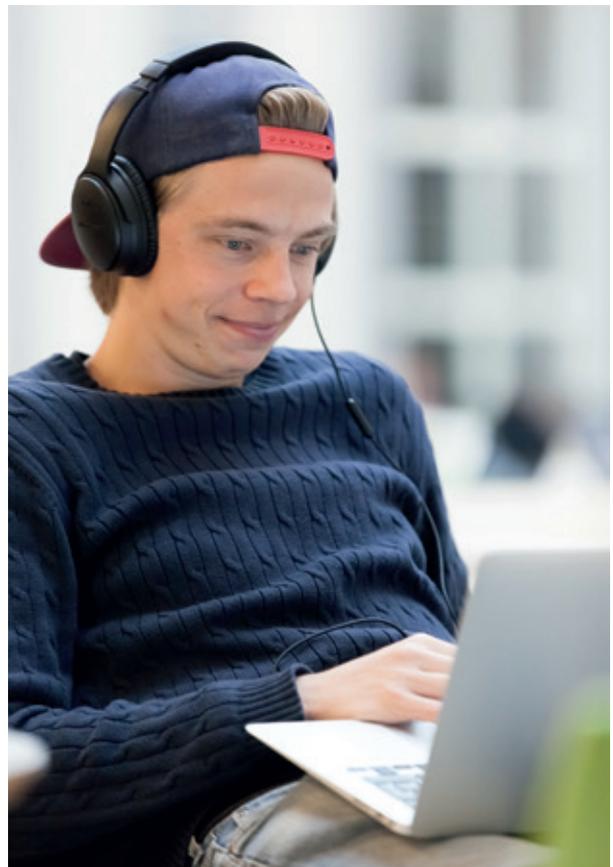
“Apply to the program for the incredible opportunities the school offers, as well as its close collaboration with companies!”



Hilma Haddad, Norrköping
Retail Management

MEET US AT FAIRS, INFORMATION SESSIONS AND INSPIRATIONAL EVENING EVENTS

Do you want to study at the Stockholm School of Economics? We would love to meet you. You can find us at many education fairs, we arrange information and networking meetings, inspirational evening events, etc. Find out where to meet us at www.hhs.se/meetus



CONTACT US

For questions about the program and admission requirements, contact the admissions office at SSE: antagning@hhs.se or +46 (0)8-736 90 00.

For general information about university studies, you can also visit the Swedish Council for Higher Education: www.uhr.se or call +46 (0)771-550 720.

For applications and information, visit www.universityadmissions.se.



WHY STUDY IN SWEDEN?

- According to the Universitas 21 ranking, Sweden ranks fifth best in the world at providing higher education. Universities are well-adapted to the needs of international students, and Sweden consistently ranks in the top three in the world for English proficiency.
- Sweden is one of the most creative countries in the world and is ranked second-most innovative economy in the world by the 2017 Bloomberg Innovation Index.
- Sweden is a home of trendsetters and early adopters and is one of Europe's foremost countries for technology start-ups, such as Skype, Spotify, King and Klarna.
- Sweden is the birthplace of many world-shaping companies – including IKEA, TetraPak, Volvo, Ericsson, Astra-Zeneca, H&M, Electrolux and Peepoople and is home to more large international companies per capita than most other countries.
- The country has one of the highest levels of gender equality and is well known for its eco-friendly culture. It is one of the safest countries in the world and ranked as one of the best countries to live in.

WHAT IS SPECIAL ABOUT STOCKHOLM?

- High quality universities and higher education institutions make Stockholm, with its 18 universities, an attractive academic destination. More than 9,000 international students and 2,400 international doctoral students are currently living in the city. Stockholm has more than 100,000 students at bachelor, master and doctoral levels.
- Stockholm is considered to be one of the most sustainable cities in the world and places third in the Sustainable City Index by Arcadis and is also named one of the leading green cities by the Global Green Economy Index.
- The city thrives on integrity, innovation, and intellect; it is a magnet for ideas, for open minds, and for students and researchers from all over the world. It is considered to be one of the best start-up hubs in Europe and is ranked 14th in the world by Global Startup Ecosystem Report.
- The values with which the Stockholm region is associated are openness and sustainability. It is also perceived as a creative and trendy city, as well as being stunningly beautiful.
- It is easy to be active and enjoy nature in Stockholm. You will find yourself within easy reach of trails for hiking and mountain biking, lakes and beaches for swimming, ski areas, and coastlines for long distance ice skating.



STOCKHOLM SCHOOL OF ECONOMICS

The Stockholm School of Economics is rated as the top business school in the Nordic and Baltic countries and enjoys a strong international reputation. World-class research forms the foundation of our educational offering, which includes bachelor, master, PhD, MBA, and executive education programs. Our programs are developed in close cooperation with the business and research communities, providing graduates substantial potential to attain leading positions in companies and other organizations. The school is accredited by EQUIS, certifying that all of its principal activities – teaching as well as research – maintain the highest international standards. The Stockholm School of Economics is also the only Swedish member institution of CEMS and PIM, which are collaborations between top business schools worldwide, contributing to the level of quality for which our school is known.



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