



Programme syllabus

School of Business and Economics

Retail Management, 180 högskolepoäng

Retail Management Programme, 180 credits

Level

First cycle

Date of Ratification

Approved 2019-12-11.

Revised 2025-12-01.

The programme syllabus is valid from autumn semester 2026.

Prerequisites

General entry requirements + English 6, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and Civics 1b alt. Civics 1a1 +1a2.

Or:

English level 2, Mathematics level 2a or Mathematics level 2b or Mathematics level 2c, Social studies level 1b or Social studies level 1a2

Description of Programme

The Retail Management Programme aims to provide its participants with knowledge on how to create and manage retail companies in Sweden and worldwide. As such, English language plays a key role throughout entire education.

In order to rise to the challenges driven by globalization, technology and new types of consumers, the programme participants are encouraged to create and redesign retail business strategies. In order to do so, the programme offers the fundamentals of, as well as, the advanced knowledge in business administration, and upon the completion of the programme, the future graduates get ready to create value while dealing with changing dynamics in the retail business environment.

The programme also adresses the development of critical thinking skills, entrepreneurial mindset and responsible citizenship, and enables its participants to regard the co-creation of knowledge in cooperation with multiple stakeholders as a mean for sustainable business practices growth. By targeting high-level professionalism and customer service skills, this programme opens up for future employment across a wide range of industry fields, what allow the graduates to engage as business

developers, store managers, category managers, key account managers, project managers, business controllers, customer insights analysts, retail management consultants, entrepreneurs, etc.

Objectives

Degree objectives according to the Higher Education Ordinance

Knowledge and Understanding

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and Skills

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

Judgement and Approach

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Programme-Specific Objectives:

- demonstrate an ability to collect, evaluate and critically interpret relevant information for problems related to retail practice and put them into a context.
- demonstrate an understanding of how retailers can benefit from applying theories

that are particularly relevant for retail management.

This is in accordance with the intended learning outcomes set for a bachelors' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

Content

Organisation

The Programme is offered by the School of Business and Economics.

The Programme Coordinator heads the degree program and carries out an overall responsibility for the programme related matters. She/he is responsible for organising the programme, curriculum development and for keeping strong relations within the degree programme, with faculty members, the students and the Program Council, as well as through the continuous dialog with the prospective job market the Programme Coordinator interacts with representatives of business community and other stakeholders of interest.

Programme overview

The Retail Management programme consists of 180 credits and covers a total of three years' fulltime education. Business administration, with a focus on management, marketing, innovation, and digitalization, permeates the entire programme and deals with the entire scope of retail management.

During the first year, students are introduced to the fundamentals of organization and leadership, marketing, financial accounting and budgeting, and cost accounting, as they also receive a fundamental knowledge in consumer behavior, marketing law, customer-driven marketing strategies, and retail management.

During the second year, the knowledge in business administration is advanced through the special emphasis on innovation, supply chain management, and statistics for marketing decisions. Furthermore, it also focuses on brand management and integrated marketing communications, digitalization, and sensory marketing.

In the last year of the programme, students can choose from studying abroad for one semester, an independent project as an internship course - geared to a Swedish retail service company, or to attend optional courses. The third year concludes with an integrated module covering perspectives on retail research, research methods and a degree project.

Courses within the programme can, in agreement with the coordinator, be exchanged. The programme coordinator will then be responsible for assessing whether the programme objectives still can be met. Courses within the programme might be given in english.

Programme courses

Year 1

- Business Administration I - Organisation and Leadership, 7.5 cr, G1N (mandatory)*

The course gives a wide theoretical understanding of different perspectives and aspects of organization and leadership. Both classic and more recent contributions to research clearly put their mark on the course, as well as a specific focus on gender issues. The purpose of the theoretical understanding is to provide knowledge and a basis for identifying and understanding organizational problems in practice.

- Business Administration I - Marketing, 7.5 cr, G1N (mandatory)*

The course focuses on the basic principles of marketing of goods and services with an account to different aspects of marketing law, of sustainability and, of social responsibility. Thus, it enables students to acquire essential skills in presentation techniques practice.

- Business Administration I - Financial Accounting and Budgeting, 7.5 cr, G1N (mandatory)*,

This course introduces the participants to the principles of budgeting and business accounting systems, thus to their role for a company's operational planning and control. Throughout the course, the students not only acquire essential knowledge in business accounting and budgeting, but also learn about business accounting practice, laws and regulations, and acquire basic computer literacy skills through business accounting simulation.

- Business Administration I - Cost Accounting, 7.5 cr, G1N (mandatory)*,

The course introduces to the principals of managerial accounting and its meaning for the business and public sectors. Throughout the course, students practice the application of the gained knowledge as they perform simple calculations on capital budgeting and investment appraisal. Furthermore, they conduct a simple analysis of a standard cost deviation and acquire basic computer literacy skills through cost accounting simulations.

- Consumer Behaviour, 7.5 cr, G1F (mandatory)*

The course highlights the psychological and behavioral processes associated with consumption, from an individual level to a global societal level. Consumption is discussed and understood from an experience perspective, highlighting the social culturalization of consumption.

- Marketing Law, 7.5 cr, G1N (mandatory)

The course provides basic knowledge of intellectual property law and market law with a special focus on retail. Within the framework of the course, one deals with topics such as contract law, trademark law, design law, and the Marketing Act.

- Customer-Driven Marketing Strategies, 7.5 cr, G1N (mandatory)*,

The course looks into several trends in retailing and the implications of innovation, quality, sustainability, ethics, and other critical elements to design valued and innovative customer journey. More specifically, this course provides students with theoretical and practical understanding of how customer-driven marketing strategies can be developed by applying the design thinking approach.

- Retail Management, 7.5 cr, G1N (mandatory)*

The course addresses retail management with focus on retail strategies and retail marketing mix. More specifically, the course provides students with theoretical and practical understanding of how to design and implement a retail business plan in local and international markets.

Year 2

- Business Administration II - E-commerce, 7.5 cr, G1F (mandatory)*

The purpose of the course is to provide students with knowledge of e-commerce as a phenomenon, the Internet as a marketplace and information as a product. The purpose of the course is also to enable students to apply theoretical frameworks in a practical context through the analyses of companies different e-commerce initiatives.

- Business Administration II - IMC and Brand Management, 7.5 cr, G1F (mandatory)*

This integrated marketing communications and brand management course looks into how to build, measure and manage brand equity. Moreover, it provides students with theoretical and practical understanding of how to build brands through integrated marketing communication in a globally competitive environment.

- Digital Marketing, 7.5 cr, G1F (mandatory)

The purpose of the course is to provide students with knowledge of digital marketing as a phenomenon, digital behavior as a source for value creation, and digital channels as a platform for business relations. By analyzing different digital marketing organizational initiatives to enable the course participants to apply theoretical frameworks in a practical context.

- Business Administration II - Innovation Management, 7.5 cr, G1F (mandatory)*

This course offers a strategic and integrated approach to innovation management within the retail industry. More specifically, it focuses on identifying innovation opportunities, formulating and designing innovation strategies, thus assessing and resolving managerial challenges.

- Retail Supply Chain Management, 7.5 cr, G1F (mandatory)*

The course introduces to the subject of retail supply chain management by focusing on demand management, distribution, purchasing, and sustainability in the retail sector.

- Business Administration II - Sensory Marketing, 7.5 cr, G1F (mandatory)*

The course investigates the physical and psychological processes of sensory perception as well as the impact of sensory cues on the consumer experience. More specifically, the course provides students with theoretical and practical understanding of how sensorial brand strategies can be developed as to engage consumers emotionally through their senses.

- Statistics for Marketing Decisions, 15 cr, G1N (mandatory)

This course gives an introduction to statistics and probability useful for students in marketing and business administration. The focus is set on computer-aided data processing by using SPSS. The course differs from standard introduction to statistics, as it is designed to focus on the computation and presentation of the data therefore the mathematical calculations are given less emphasis. In particular the course sets its focus on the descriptive statistics, yet, an introduction to inferential statistics is provided also.

Year 3

- Optional courses including studies abroad, 30 cr, of which at least 7.5 cr must be acquired in a different main-field of study than Business Administration

There are several alternatives available for degree program participants. The optional study workload can be gained by enrolling a Study Abroad program, by enrolling optional courses at the Linnaeus University and/or at any other Swedish national higher education institution. Furthermore, during this semester the degree program participants may choose to complete 30 cr. in courses, or by combining a course workload of 15 cr. with the 15 cr. internship.

The prerequisites for courses as well as the local rules for the Linnaeus University degree must be met.

- Business Administration III - Perspectives on Retail Research, 7.5 cr, G2F (mandatory)*

This course explores different perspectives on retail research. In particular, the course provides students with a theoretical understanding of how research is conducted and how to develop a research proposal in the field of retailing.

- Business Administration III - Research Methods, 7.5 cr, G2F (mandatory)*

This course is designed to help students develop the research skills necessary to undertake and complete their degree project. More specifically, students will acquire skills in both qualitative and quantitative research methods and learn how to report research findings (empirical data) with implications and draw conclusions.

- **Business Administration III - Degree Project (Bachelor), 15 cr, G2E (mandatory)***

The degree project comprises an independent definition and formulation of the research problem within service management /retail management field. The final report is presented as a written academic report and defended orally at a final seminar.

A part of the program course offering is run together with the other educational programs and/or single subject courses at the bachelor level. For this reason, the courses within the curriculum may be rearranged and taught in a different sequence. Furthermore, if approved by the Programme Coordinator, the pre-planned courses in the program could be replaced with any other course within the scope of a subject area, and in compliance with prerequisites of the course, educational goals of the programme.

- course in the main field of study, Business Administration

A Bachelor's programme of 180 credits must, in accordance with the Higher Education Ordinance, contain at least successive 90 credits of specialized study in the main field, of which a degree project of at least 15 credits. For additional information, see the local system of qualifications. Courses previously given within the same programme code, EGRTM, may also be included in the degree by replacing courses with an equivalent content.

Societal Relevance

The programme has a close link to business community, allowing the students to develop their practical skills while studying. Throughout the programme, students engage in regular contact with business representatives active in the field, in the form of guest lectures, the participation of different professionals in workshops and seminars as well as, while working on a project or the final degree project at a retail or service company. Additionally, case studies are often used during lectures to illustrate the linkage between theories and the business arena.

Internationalization

During the fifth semester, the programme participants are invited to enroll any exchange scheme for Studies Abroad within the frame of the collaborative agreements. Studies Abroad are selected in consultation with, and the intended course workload is approved by the Programme Coordinator. If preferred, the participants can undertake an international study experience at any other foreign higher education institution that goes beyond the scope of the collaborative agreements. The majority of the course literature is provided in English thus, the language of instructions is English in several programme courses. Furthermore, the program participants are invited to interact with the visiting international students within the frame of the degree courses that are given in English.

Internationalization is central to the programme due to its global perspective on issues related to retail. This is anchored in the most prominent international research on important themes within the program, as well as through international collaborations with universities and business partners.

Sustainable social development

Throughout the programme, the recent topics on sustainable development, gender and diversity are discussed. The program participants are trained to analyze the longterm market development trends and the ways these affect business activity that strive for longterm sustainability. The social and ethical aspects in business are discussed with regard to sustainable development perspective.

Many of the programme's courses engage in the continuous analysis of gender perspectives. The topics on gender construe in an organizational context, as well as female and male leadership, are explored more closely. The programme is generally delivered in such a way that experiences of both genders are revealed and developed. The programme is also characterized by an entrepreneurial approach, since several courses feature practical elements that are implemented in partnership with actors from different industries and organisations. Furthermore, students also have the opportunity while studying to begin developing their own business with support from Drivhuset and Kalmar Science Park.

Quality Development

Continuously improvement of the degree program involves a systematic evaluation of the programme courses. The Programme Coordinator carries the responsibility to analyze evaluation results at the Programme Council and to provide the degree program participants with the feedback. Course evaluations is a subject for LNU archive.

The programme participants participate actively in the programme development processes through the Programme Council and the studentbody representatives at the facultywide Education Council.

Moreover, all the degree programmes at the School of Business and Economics are the subjects to quality assessment based on standards that are provided by the Association to Advance Collegiate Schools of Business (AACSB). The Swedish Higher Education Authority (UKÄ) and the national quality assurance scheme systematically assesses all the main subject areas at the School of Business and Economics (SBE).

The SBE-wide educational quality assurance scheme necessitates a periodic quality monitoring of the degree programme, as well as, continuous analysis of course evaluations. Furthermore, the provisions are made to all participants to share their total experiences by participating in the university-wide student experience survey - The Linnaeus Barometer.

Degree

When degree programme completed in accordance with the degree requirements provided by The Higher Education Ordinance and The Local System of Qualification at Linnaeus University the graduates are entitled to apply for Degree Certificate. Upon successful completion of the Retail Management Programme may obtain the following degree:

Bachelor of Science with Specialization in Retail Management

Main field of study: Business Administration

Filosofie kandidatexamen med inriktning mot Retail Management

Huvudområde: Företagsekonomi

The degree certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).

Other Information

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course. If English is the language of instruction, the associated examination is in English too. Should deviations be found between the Swedish and English version of this programme syllabus, the Swedish one is superior.