



STUDENT COMPASS

BACHELOR PROGRAM IN RETAIL MANAGEMENT 2025





WELCOME TO THE STOCKHOLM SCHOOL OF ECONOMICS!

Congratulations on your admission to the Retail Management program at the Stockholm School of Economics (SSE)! As a new student at the bachelor program in Retail Management, you will gain unique insights into Swedish business in general and Swedish retailing in particular through our unique collaboration with Swedish retail companies.

In the program you will have many opportunities to test your knowledge in direct contact with our partner companies and with the school's faculty who have extensive academic expertise in management and retailing.

The Bachelor program in Retail Management has a core faculty who are experts in retailing, but also engages high-class faculty from other parts of SSE. The teachers are active researchers with up-to-date knowledge within their

research area and integrate research in the teaching.

You will be a part of a very competent, motivated and talented group of students who will work and develop together.

Those of us who work with the program really want to encourage you to make the most of your three years in the program. The contact with companies, the faculty and other students offer you excellent opportunities for a good future career.

We will do our best to make you feel welcome and develop over these three years!



Christopher Rosenqvist,
Program Director,
Bachelor program
in Retail Management

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STOCKHOLM SCHOOL OF ECONOMICS IS A PRIVATE UNIVERSITY FOUNDED IN 1909. AROUND 1,800 STUDENTS STUDY AT SSE, WHICH HAS AROUND 300 EMPLOYEES, INCLUDING ROUGHLY 150 RESEARCHERS AND 39 PROFESSORS.



The Retail Management program started as an initiative from the Swedish Retail Business. It aims at reducing the knowledge gap between general business programs and the retail business. The Retail Management program focuses on giving the students a solid business foundation while also giving retail specific

content adjusted to the industry's unique logic, challenges and circumstances.

The program in Retail Management is specially designed to prepare the student to quickly be able to take advanced positions in the retail industry or other industries requiring retail expertise.

REGISTRATION AND INTRODUCTION

There is a lot to think about when beginning a new educational program.

For you to quickly and easily get your bearings, we have compiled this Student Compass. Here, you can find brief information about the structure and content of the program and what applies at SSE, as well as references for where you can find more detailed information. Hold on to the compass – it can be good to have as a reference!



Your studies will begin with a compulsory introduction week where we mix academic, social and practical activities. During the week, you will take your first steps into the community that characterizes the Stockholm School of Economics. You will have an opportunity to get to know the premises, your classmates and our unique educational environment. Along with the academic introduction, you will also get introduced to the Retail companies that are part of the Retail Management program.

The introduction week is a joint venture between SSE – the Stockholm School of Economics – and SASSE – the Student Association of the Stockholm School of Economics. After the introduction week you will have an understanding of what academic studies involve and how practical matters work at SSE. However,

the week also includes various social activities, all together to give you a good start and make you feel welcome! Before the introduction week you are welcome to participate in a two weeks long Math course – to repeat and prepare for the program. A detailed schedule for the introduction week will be sent out in August but save the dates now already. You will be busy from early morning until late night, so prepare for an intense week!

IMPORTANT DOCUMENTS

SSE is a private institution of higher education and differs in some respects from its state-run counterparts in Sweden. We have two important documents that will guide you through the studies:

- BSc Student Handbook
- BSc Degree Requirements

It is important that you are aware of the SSE Academic Regulations, which can be found in the BSc Student Handbook. When registering at SSE you sign a student pledge which, among other things, confirms that you accept the school's rules about the minimum number of credits required and exam procedures and that you, at all times, will act as a good ambassador of SSE. A copy of this pledge is enclosed in the BSc Student Handbook for your reference.

Other important sources of information are:

- SSE Portal
- Student Association (SASSE)
- Guide for International Students – if you are moving to Sweden

IMPORTANT DATES

| | |
|---------------------|-----------------------|
| August 11 | Welcome mingle at SSE |
| August 11–22 | Summer Math |
| August 25–26 | Registration |
| August 25–29 | Introduction week |

During the summer, we will contact all newly admitted students. You are sure to have quite a few questions, and this will give you a chance to get some answers, whether it concerns your studies or something else in connection with your time here.

SSE ACADEMIC STRUCTURE

All educational programs at the Stockholm School of Economics are based on research and stress a theoretical and analytical approach.

TEACHING METHODS

The teaching methods is a mixture of American and European teaching methods and theories. Some modules follow written course assignments and seminars, and others are based on cases; active participation in class is expected and contributes to the final grade. Many of the course modules, regardless of the teaching method used, require substantial preparatory reading.

As an SSE student, you are part of a student body of about 1800 active students. You may find that the structure of examination differs from what you are used to. SSE exams put great emphasis on not only understanding the material from the respective module, but also being able to connect and integrate learning across different topics.

SSE ACADEMIC YEAR

The SSE academic year consists of two semesters, fall (August–December) and spring (January–June), each worth 30 ECTS credits. Every semester consists of two periods and you study two courses

in parallel every period. To complete the program, you will have to take a total number of 180 ECTS credits. Exact dates for each period, semester and exam weeks you will find on the SSE Portal.

BACHELOR PROGRAM IN RETAIL MANAGEMENT

The program extends over three years (180 credits) and gives you a solid academic foundation. The courses comprise business administration, economics, business law, statistics and finance. Besides the program offering an academic breadth, you will be able to delve deeper into various subjects concerning retailing. This kind of knowledge is demanded by manufacturers, retailers and consulting firms. If you meet the requirements for a bachelor's degree, you also have the possibility to apply for SSE's master programs.

ABOUT THE STUDIES

The program collaborates with the retail industry through Applied Retail Track, which is a 3-year course co-created by

OVERVIEW OF THE BACHELOR PROGRAM

YEAR 1

SEMESTER 1

- Introduction to Retailing
- Economics I
- Marketing
- Accounting

SEMESTER 2

- Management Control
- Supply Chain Management
- Marketing Research
- Economics II

YEAR 2

SEMESTER 3

- Finance
- Business Law
- Management & Organization
- Retail Accounting and Financial Management

SEMESTER 4

- Data Analytics: Statistics for Retail Management
- Customer Experience Management
- Principles of Happiness
- Marketing Communications
- Data Science for Retail Merchandising

YEAR 3

SEMESTER 5

- Current Issues in Retailing
- Operations Strategy
- Advanced Customer Management
- Company Project

SEMESTER 6

- Brand and Category Management
- Innovation Strategy
- Degree Project

Applied Retail Track & Antonia Ax:son Johnson Tutorial Program runs during all semesters

students, faculty and companies. The course links theory with practice and enables all three parties to learn from each other.

So what you learn in classroom you will practice with real case work at the companies. One week of studies is equivalent to around 40 hours of work.

OUR MISSION – YOUR EDUCATION

The Stockholm School of Economics' Educational Mission is based on the view that the decision makers of tomorrow will approach the world with curiosity and confidence.

In terms of processing capacity, future decision makers will often be outperformed by artificial intelligence, robots, and machines. However, human beings' core competence is being human, and SSE's new learning objectives, or Educational Mission respects this. The decision makers of the future will be those who make use of their human potential. Accordingly, SSE has formulated its Educational Mission with the abbreviation FREE, which stands for:

FACT AND SCIENCE BASED MINDSET

We are fundamentally a scientific institution, and facts are the basis for all critical and analytical thinking. An SSE graduate will make decisions based on facts and have the ability to differentiate between types of knowledge. This ability becomes particularly important in a world of alternative facts, "fake news" and filter bubbles.

REFLECTIVE AND SELF AWARE

The future will require more reflection and self-knowledge. SSE-trained individuals will be able to contemplate what role they play in the world, understand the impact they have on others, evaluate their personal preferences, and be aware of how their choices are determined.

EMPATHETIC AND CULTURALLY LITERATE

Empathy and cultural sensitivity are so far, something that artificial intelligence cannot accomplish. We are convinced that an empathetic person becomes a better leader and decision maker; thus we hope our students will be able to consider the perspective of others fully. Cultural literacy is also critical. To interact with someone from another background, expertise, or profession than one's own is a prerequisite for the future.

ENTREPRENEURIAL AND RESPONSIBLE

Students graduated from SSE will have an entrepreneurial and creative approach to the world. They will strive to create change in a responsible manner. They should not accept the status quo but seek improvement for society and the world at large.





PRACTICAL INFORMATION

SSE PORTAL

SSE Portal gives you access to your personal records and information about your studies at SSE. You will get full access to the SSE Portal during the registration days in August.

On the start page "Programs", you will find your program news, course news, schedule and a link to your SSE e-mail account etc.

By clicking on the tab "Courses" you will go to the page "My Courses". This page contains information about all courses, seminar groups and exams you are currently registered for. It is also the start page for seminar and exam registrations and withdrawals.

All your course results are to be found on the page "My Results" which you can reach through the tab "Courses". On the page "My Certificates" you can download transcripts and certificates.

On the site "Support" you will find information such as how to connect to the wireless network, information about exchange programs, study counseling, how to order official transcripts, how to apply for a degree certificate etc.

Via the "Tools" menu you can for example register your address, change password and get credentials to the wireless network eduroam.

OFFICE 365

As a student at SSE, you have access to Microsoft Office 365. Please note, that the offer applies to active students. Within Office 365 you have access to several services, which give you the opportunity for collaboration and communication. As a student you have a 1 TB storage space for your files in the cloud. Please keep in mind that you are responsible for the materials you upload on OneDrive and handle in the applications.

SSE EMAIL

As a part of Office 365, you will obtain a personal e-mail address at SSE, based on your registration number which is given to you during the registration in August. If your registration number is for example 80004, your e-mail address will be: 80004@student.hhs.se. You can reconfigure your account to the mailing software on your own computer or laptop. Instructions are found on Student IT Support web site and help is available at the service desk. You are not allowed to sign up for any mailing lists with this account, to prohibit spamming.

It is important that you regularly check your student email account and that you use your student email address when corresponding with course directors and other SSE staff.



MY ADDRESS AND ICE

When you have received your SSE registration number during the registration, it is of great importance that you register your postal address and the phone number in "Tools".

If you change your address while staying in Stockholm, you are responsible for updating it on the SSE Portal.

Various information is sent to the student addresses: general information, evaluations, invitations to events, grade transcripts etc. The Student Association may also, if they consider it to be in the interest of the students, allow commercial distribution. You are, however, able to decline these offers. It is also common that companies contact various categories of students for recruitment purposes.

Please make sure to also register your contact information In Case of Emergency (ICE).

REGISTRATIONS

Courses: All new students are automatically registered for the courses during the first fall. For the following semesters, you will have to register yourself for the courses you intend to attend. This is done on the page "My Upcoming Courses". Please note that you are obliged to withdraw from courses you will not attend.

Seminar Groups: You register for and withdraw from seminar groups on the page "My Courses".

Exams: You will automatically be registered for the main exam if you are

registered for the course. If you need a re-exam you will have to register for that specific exam by yourself. If you do not intend to take an exam you have been registered for, you will have to withdraw your registration. You register for and withdraw from exams on the page "My Courses".

EXAMS

On the day of the exam you will be able to find information on the page "My Schedule" about where you will be seated. The information is published at midnight on the day of the exam. You need to be familiar with the SSE exam rules before attending your first exam. They are available in the Student Handbook and on the Support site on the SSE Portal.

You need to bring a valid identification card to be eligible to attend an exam.

If you do not have an ID and sit down at your place in the exam hall it will be counted as a used exam opportunity for that specific course. The exam result will be registered as a Fail.

You are guaranteed examination on the same course content in one re-exam following the main exam. After that the content may be altered.

HOUSING OFFICE

Housing Office services are available to the students who have received housing via SSE, the office administrates lease agreements and allocation of housing. Location and visiting hours here: hhs.se/housing



ACCESS CARDS & SECURITY

SSE is located in the middle of Stockholm, which brings closeness to a wide variety of cultural events, sports, shopping, leisure activities etc. This also means that security procedures must be observed. Every SSE student will be offered to purchase an access card. The card is personal and must not be lent to anyone else.

More information will be given during the introduction days.

FIRE ALARM INFORMATION

If the fire alarm is activated, everyone on the school's premises must know how to leave the building and where to assemble. There are signs posted around SSE showing evacuation routes and assembly points. Familiarize yourself with those in advance and in non-urgent situation.



OPTIONAL PROGRAM COMPONENTS

BSC STUDENT EXCHANGE PROGRAM

The Bachelor program in Retail Management offers eight spots in the student exchange program during the third year (fall or spring). The exchange program gives you a valuable international study experience. A vital

part of the program is of course that SSE receives students from all over the world every year. Students may select one elective course and thus replace one course in the Retail Management Curriculum in year 3.

COURSES OUTSIDE DEGREE REQUIREMENTS

SWEDISH LANGUAGE COURSES

Our students do not need to speak Swedish to enroll and succeed in the program as all BSc courses at SSE are offered in English. However, knowledge of Swedish can help you enrich your experience at SSE and in Stockholm. In addition, knowledge of Swedish is essential for anyone hoping to work for a Swedish firm. While the major Swedish organizations operate globally, adopt an international outlook and use English as their corporate language, their operations in Sweden are rooted in the local society and use the local language in many contexts.

Therefore, SSE offers Swedish language classes free of charge to all the international students. The courses are offered on three levels (1006/1007 Introductory Swedish I+II, 1008 Business Swedish, and 1009 Spoken Professional Swedish). You can register for these courses as soon as you receive your SSE student number. The two introductory Swedish courses cannot be counted as part of your BSc degree. However, successfully completed courses are listed on a supplement to the degree certificate.



OTHER COURSES

SSE also offers a number of other courses outside the degree requirements. Among them are Introductory Swedish courses, Skills courses and SSE Literary Agenda. The current list of the courses is available on SSE Portal. The credits for the courses are not counted towards BSc degree, however, successfully completed courses are listed on a supplement to the degree certificate.

PROFESSIONAL SERVICES SUPPORT

Studying at SSE can be rather intense, and it is important that all the practicalities surrounding your study situation are working smoothly. We take a sincere interest in the students' well-being and integrity, and you are always welcome to contact SSE staff for any reason. The school has a very strict policy concerning harassments of all kind, and there are disciplinary measures for violations.

STUDENT HEALTH AND ACADEMIC SUPPORT

There are a wide range of support services, all designed to help you navigate through your academic journey. Our Student Wellbeing Counsellor provides on-campus mental health support, whether it concerns stress, anxiety, social difficulties, or general health and well-being. Our Academic Advisors help you with for example study planning, study techniques and counselling.

You are welcome to contact our Student Wellbeing Counsellor.

Email: counselling@hhs.se

You are welcome to contact our Academic Advisors. Email: academic.advisor@hhs.se

SUPPORT TO STUDENTS WITH DISABILITY OR SPECIAL EDUCATIONAL NEEDS

If you have a chronic disability and have special educational needs, SSE can offer support. Based on a personal application and individual assessment measures such as note-taking assistance, adapted exams, mentor assistance and talking books can be provided. If you are entitled to special educational support, please contact our Special Needs Coordinator.

E-mail: specialneeds@hhs.se

Find out more about student and health and academic support at SSE at www.hhs.se/studenthealth

STUDENT IT SUPPORT

Student IT Support will assist you with everything related to the student computer environment at SSE: passwords, printing, solving technical problems with SSE computers, as well as with connecting your own laptop to the SSE wireless network. At Salmätargatan 13–17, you have access to four computer labs with computers as well as printers and scanners. The computer labs are open 24 hours a day, seven days a week. Since the number of student computers is limited, SSE strongly recommends students to bring their own laptops.

You will find further information at the SSE Portal: portal.hhs.se

EQUALITY AND DIVERSITY

At SSE, we actively work for equal opportunities, increased diversity, and an environment that is free from discrimination and harassment. Our goal is that students feel encouraged and welcome to study at SSE regardless of their gender, ethnicity, gender identity or expression, social background, disability, sexual orientation, age, or religion or other beliefs. We also provide different kinds of pedagogical support to students with permanent disabilities. Read more at hhs.se/diversityequityinclusion

LIBRARY

SSE Library is a fully equipped research library open for students, researchers and the general public. It covers the fields of business administration and economics, but also has collections in law, statistics

and social sciences. The Library is located in the historic part of the building and is famous for its beautiful book tower. With a lot of study places, it's a popular spot among students.

The collection is acquired in collaboration with SSE researchers and contains digital as well as printed resources. The library subscribes to virtually all major academic journal databases and also to a majority of databases on statistics and company information. As a student you have access to all digital resources both on and off campus. The textbook collection includes a limited set of all compulsory course literature.

Classes about information search and library resources are held for all bachelor and master students writing their thesis, and the library also offers the possibility to book a librarian for individual tuition. On top of that the library hosts the event series SSE Library Sessions with workshops, author talks and lectures on literature and writing.

For further information please visit hhs.se/library or follow @sselibrary on Instagram.

FINANCIAL TIMES

SSE has a license agreement with Financial Times that gives full and unlimited access to ft.com through desktop and mobile devices. The subscription also makes it possible to make use of additional digital features. Sign in with your student email address to gain access. Contact SSE Library if you have any questions.



CAREER MANAGEMENT & PROFESSIONAL DEVELOPMENT

Career Management offers you information, support and advice in all career related areas. On the Career Support portal SSE Career Hub, you will find current job and internship opportunities, company profiles as well as interactive resources and the appointment module to book one-on-one Career Coaching. You log in with your student credentials after you have enrolled. hhs.se/careermanagement

THE STUDENT ASSOCIATION (SASSE)

SSE has one of the Nordic's most active student associations, offering extensive opportunities to influence your education and get involved in various projects outside of your studies. The premises located on the lower level of Sveavägen 65 houses most of our committees as well as the SASSE Reception.

At the SASSE Reception, you will be able to get assistance with the Mecenat Card, buy SSE apparel, get access to the various

student association rooms, and take part in other support functions. This is also where the association's presidium has their offices, which are always open for you to come in and voice your opinions or ask questions.

On the Student Association portal sasse.se (login required), you get a good overview of all of the planned career and recruitment events.

For further information, please contact info@sasse.se

STUDENT INFLUENCE ON EDUCATION

All MSc/BSc programs are continuously monitored through course evaluations at the end of each course period and via feedback from student focus groups.

The SASSE Education Committee exists to ensure the education at SSE meets the expectations of the students as well as those of future employers. If you have any comments or ideas about your education, please contact the President of the SASSE Education Committee at edupres@sasse.se, or your head student representative, Head of BSc Programs at edubsc@sasse.se

ALUMNI

The SSE Alumni Office seeks to engage alumni fully in the life of the School as valued supporters, advocates, and lifelong learners who contribute to and benefit from connections to each other and to SSE. During your time at SSE as a student, you will have many opportunities to interact with alumni and grow your professional network. Upon graduating, you will join a global network of over 20,000 SSE alumni, where you will have the opportunity to stay engaged with the School and the students who will follow in your footsteps.

Learn more about the activities, networks, and events you will get to take part in by visiting hhs.se/alumni

AFTER GRADUATION

After graduation, those who want to enter the job market will have excellent, interesting employment and assignment opportunities. We are proud to say that, according to our Placement report 2019, 95 percent of our students found employment within three months of completing their studies.

Those who have graduated from the program work in a variety of industries and fields. They are, for example, brand managers, business developer, analyst, 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.

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. If you would like more information on our students' career paths, you can download our Employment Reports from hhs.se.

The bachelor program gives you qualified knowledge in the field of business that can also pave the way for continued studies at one of SSE's five master programs.

WHOM TO CONTACT

EDUCATION OFFICE, GROUND FLOOR

- Academic counseling, special needs & assistance in resolving student-health issues
- Program managers and program support
- Admissions
- Global opportunities and exchange

EVELINA ELO

Student Mobility Coordinator

BSc Programs

Email: evelina.elo@hhs.se

Academic Advisors: academic.advisor@hhs.se

Special Needs: specialneeds@hhs.se

Student Wellbeing Consellor: counselling@hhs.se

CENTER FOR RETAILING, SALTMÄTARGATAN 13-17

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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.

Stockholm School of Economics

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