



STUDENT COMPASS
BACHELOR PROGRAM
IN RETAIL MANAGEMENT
2019



**WELCOME TO THE STOCKHOLM
SCHOOL OF ECONOMICS** 3

INTRODUCTION 4

- Important dates
- Registration
- Very important!

**BACHELOR PROGRAM IN
RETAIL MANAGEMENT** 6

- About the studies
- Schedule
- Overview of the Bachelor Program
- Academic year
- International

STUDENT SUPPORT 9

- Academic Support & Records
- Program Office
- PC Support
- PC-lab
- SSE Business Lab
- Library
- Housing
- Student Association Office

OUR MISSION – YOUR EDUCATION 12

AFTER GRADUATION 15

GOOD TO KNOW 18



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.

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 professional career.

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



Fredrik Lange,
Program Director,
Bachelor program
in Retail
Management

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.

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 on August 19 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. The academic director for the introduction week is Fredrik Lange.

After the introduction week, you will have an understanding of what academic studies involve and how practical matters work at SSE. You will have received insights from our experience of various learning styles, tested your own learning style and had an opportunity to improve your study techniques. Besides all of the practical matters during the introduction, you will be offered activities together with your new classmates to get to know each other. All of this is to give you a good start and make you feel welcome.

IMPORTANT DATES

August 5	Welcome mingle at SSE at TBA p.m.
August 19	Registration
August 19–23	Introduction days

During the summer, we will call 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.

The program is provided at the Center for Retailing at Salmätargatan 13–17.



VERY IMPORTANT!

Note that the Stockholm School of Economics is a private university and differs somewhat from the national universities. It is important that you read the information in the Student Handbook carefully since it contains a number of study rules that you as a student must be aware of. Among other things, we have requirements regarding the study pace during the first year of study. During registration in August, you will be asked to sign a pledge that you accept the collective rules stated in the Student Handbook. The Student Handbook is available to read and download at hhs.se/student-handbook

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

This means you are physically present and there is close interaction between teachers and students. One week of studies is equivalent to around 40 hours of work.

The bachelor program is continuously evaluated through focus groups and course evaluations at the end of every course period where all students can express their opinions of the course. If you have opinions or ideas about the program, you are also welcome to contact the Chairperson of the Education Committee, edupres@sasse.se or Carl Osterman, uvice@sasse.se.

Of course, you are naturally welcome to contact the Program Director directly, fredrik.lange@hhs.se. As a new student, you can also make your voice heard by being a class representative.

SCHEDULE

You can find your courses at hhs.se/rmprogramdescription. There, you can get more information on the course. During the introduction in August, you will be given your login information for the SSE Portal (portal.hhs.se). The SSE Portal is a platform that gives you access to course registrations, schedules and all other information you will need during your time as a student.

Remember to check the schedule often since it is updated continuously. More information on the SSE Portal is available on page 20.

OVERVIEW OF THE BACHELOR PROGRAM

YEAR 1

SEMESTER 1

- Introduction to Retailing
- Economics I
- Marketing
- Accounting

SEMESTER 2

- Economics II
- Management Control
- Supply Chain Management
- Economic Statistics

YEAR 2

SEMESTER 3

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

SEMESTER 4

- Marketing Research
- Marketing Communications
- Shopper Marketing
- Sales and Service Management
- Retail Buying & Merchandising

YEAR 3

SEMESTER 5

- Current Issues in Retailing
- Operations Strategy
- Retail Management Control

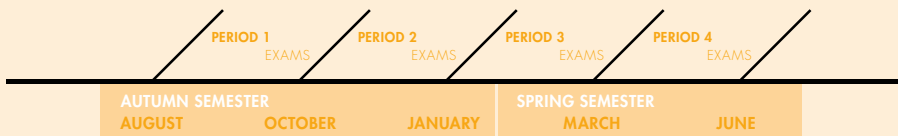
SEMESTER 6

- Brand and Category Management
- Innovation Strategy
- Degree Project

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

ACADEMIC YEAR

The academic year is divided into four periods. Every period is followed by an examination period. There is also an extra examination period in August.





INTERNATIONAL

Since 2018, we welcome also international students to the Retail Management program. As a student, you will have the opportunity to meet teachers, lecturers, researchers, companies and students from different countries. The bachelor program in Retail Management also offers a couple of spots in the student exchange program during the third year (fall). The exchange program gives you a valuable international study experience.

STUDENT SUPPORT

Sometimes the studies are very intensive and it is important that all of the practical matters go smoothly. There are a number of services and units that you can have use of during your studies.

ACADEMIC SUPPORT & RECORDS

Academic Support & Records is responsible for student counseling and special needs, and gives you assistance in resolving student-health issues. Here, you also get practical help with official grade transcripts, degree certificates and examinations. All information from Academic Support & Records can be found on the SSE Portal. The office is located on the 4th floor at Sveavägen 65.

PROGRAM OFFICE

At the Program Office, you can ask questions about the program. Admissions and student exchange are handled here. All support from the Program Office can be found on the SSE Portal. The office is located on the 1st floor at Sveavägen 65.

PC SUPPORT

PC Support runs the computer environment at the School. Among other things, you can get help in logging in on the school's computers, document printouts, problem solving for the school's computers and access to wireless networks. As a student, you are given a personal network account that gives you access to the SSE Portal, e-mail and storage space.

PC-LABS

(Saltmätargatan 13–17)

The PC-labs are open for all students around the clock during the semester. An access card is required after 5:00 p.m.



SSE BUSINESS LAB

The Stockholm School of Economics' incubator operations are conducted by SSE Business Lab. Entrepreneurs associated with the Stockholm School of Economics operate companies here.

Did you know that Swedish financial services company Klarna was started by students at the Stockholm School of Economics who were members of SSE Business Lab?

Read more at: hhs.se/ssebusinesslab

LIBRARY

SSE's library is a fully equipped research library in the fields of business and economics available to both students, researchers, and the general public. The most important areas are business administration and economics. In addition, the library has collections in law, statistics and some other social sciences.

LIBRARY CARDS

You can get a library card at the library's customer service, or in connection with the library introduction.

TEXTBOOKS

The library's textbook collection includes a limited set of all compulsory course literature available to take home on loan. The loan period is seven days.

ELECTRONIC RESOURCES

The library offers a number of electronic resources, mainly in the form of databases and electronic journals. As a student, you automatically have access to these over the university's network.

HOUSING

There is considerable competition for housing in Stockholm. The greater the demand for housing, the greater the risk that people will attempt to exploit the situation to make money. Accordingly, we encourage you to be observant and to be restrictive with regard to contracts and any advance payments.

You will find information about this on our website: hhs.se/housing

Other useful links when seeking housing:

sssb.se

akademiskkvart.se

jagvillhabostad.nu

bostadssurf.se

hyrenbostad.se

STUDENT ASSOCIATION OFFICE

As a student, you have extensive opportunities to influence your education and get involved in various projects outside your studies.

The office of the Student Association of the Stockholm School of Economics (SASSE) is located in the basement of Sveavägen 65, where you can get help with student association certificates, the Mecenat card, reservations of the student association rooms, storage lockers, bandages, free newspapers and much more. Feel free to contact the SASSE Secretary if you have any questions.

The Secretary, President and Vice President of SASSE, as well as SASSE Treasurer and the Chairperson of the Education Committee work at SASSE's office. Most of the committees in the Student Association are located in the basement of Sveavägen 65 and the others can be found at Saltmätargatan 13–17.

Read more in the Småttingguiden or visit the Student Association's website (www.sasse.se) for more information on their activities.

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. As an SSE student you shall have a well-developed capacity to distinguish between different forms of knowledge. SSE is a higher education institution that builds on scientifically derived knowledge. In a world of fake news and alternative facts, a mindset based on facts and science is more important than ever. For the decision makers of tomorrow, critical and analytical thinking will be crucial.

Reflective and self-aware. As an SSE student, you will cultivate your reflective mind, gaining a deeper understanding of your own motives, attitudes, preferences, perceptions, values and feelings. Greater self-awareness leads to better-informed choices in life, and thereby to better matches in placement and future careers.

Empathetic and culturally literate. As an SSE student, you will develop your capacity for empathy. When you can better understand and share the feelings of others, you will be a better leader, marketer, entrepreneur or specialist. An ability to view the world from somebody else's perspective, to visualize what it is like being in someone else's shoes is a key leadership skill. In a globalized world, where interdisciplinary knowledge is crucial, the need for cultural literacy increases. Interacting with people from other backgrounds, areas of expertise or professions will be a prerequisite for future success.



Entrepreneurial and responsible. As an SSE student, you shall question the status quo and actively drive change. You need to take a creative approach to the activities in which you engage. Being entrepreneurial does not mean you must initiate your own venture, but you should not accept that which is taken for granted. You also need to develop responsibility for your actions – to be aware of your role in society and the world at large.

Our aim is for graduates to be intellectually strong, socially and commercially savvy, and ambitious. They should also strive to achieve beyond their own expectations, seeking to contribute to a better world. A good education is a privilege and we want our graduates to be “good winners” who show warmth, respect and empathy.

The Educational Mission shall make SSE a place where the great questions of our time can be posed, where you learn facts, but most importantly, where you are encouraged to think independently.





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 2018, 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.

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

You can get information on and support in career issues from our Career Management team.

5 MASTER PROGRAMS

The Stockholm School of Economics offers five master programs in English:

- International Business (MIB)
 - Business & Management (MBM)
 - Economics (MECON) (Not available for Retail Management students)
 - Finance (MFIN)
 - Accounting, Valuation & Financial Management (MAVFM)
-

GOOD TO KNOW

WHERE CAN I FIND INFORMATION

The SSE Portal (access to the portal is provided after registration), the Student Handbook and the Student Association are valuable sources of information for you.

ADDRESS

As soon as you have access to the SSE Portal (after registration), it is very important that you enter your address on the *My Address* page in the *Tools* menu. Do not forget to indicate which address post from SSE should be sent to. If you change address, update your contact information through the same link. The addresses are used by the school for information send-outs, follow-ups and questionnaires. Also, if the Student Association feels that it is in the interest of the students, it can use the addresses for commercial offers and/or advertising. If you do not want these offers, you can opt out of them. It is also common for companies to contact students for recruitment purposes.

EQUALITY AND DIVERSITY

Our goal is for students to thrive regardless of their gender, ethnicity, gender identity or expression, functional ability, sexual orientation, age, religion or other beliefs. There is also zero tolerance at the School for discrimination and harassment/sexual harassment, and we actively work to prevent discrimination and harassment from occurring. You will find more information on the SSE Portal on the *Equal Treatment* page under *Student Support*.

DISABILITY

If you have a lasting disability that entitles you to extra support, you are encouraged to e-mail isabel.svensson@hhs.se well ahead of the program start.

READING IMPAIRMENT

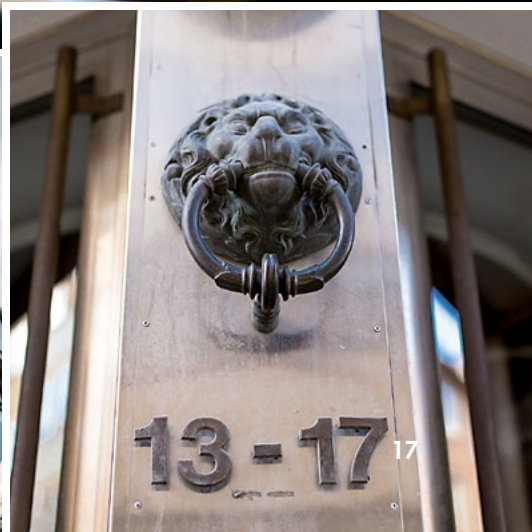
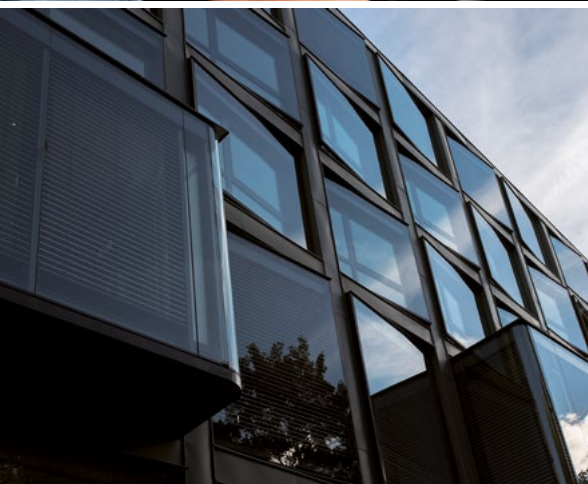
If you have a reading impairment and need your course literature either as a spoken book, e-textbook, Braille book or with enlarged text, it is important that you contact us well in advance by e-mailing isabel.svensson@hhs.se, or the library, peter.gavelin@hhs.se. Also refer to the Swedish Agency for Accessible Media (MTM) (mtm.se).

COURSES

The *Courses* menu is an important page on the SSE Portal. There, you register for courses, exams and seminar groups (see *Registration/Deregistration*). The course registration periods are normally in November/December for courses in the spring semester and in April/May for courses in the autumn semester. Exact dates are provided in the *Academic Calendar* under *Support*.

ACCESS CARDS

For security reasons, you need an access card to enter the university buildings and at certain times. More information on when you can sign out an access card is provided during the introduction week.





FIRE ALARM INFORMATION

In the event that the fire alarm sounds, everyone on the school's premises must know how to leave the building and where to assemble. There are signs posted around the Stockholm School of Economics showing evacuation routes and assembly points.

SEMINAR GROUPS

In most courses, teaching is done partly in seminar form in small groups. Registration is done on the *My Courses* page on the SSE Portal.

STUDENT HEALTH SERVICES

Student health services provide medical and psychological advice and offer study-related health care. Here, you can get help with problems that you may encounter affecting your studies. All counseling is provided under strict confidentiality. Further information is available at: studenthalsanistockholm.se

SSE PORTAL

The SSE Portal (portal.hhs.se) contains most of what you will need during your time as a student. Here, you check your student e-mail, course and program news, etc. In the *Courses* menu, you register for courses (the page *My Upcoming Courses*), seminar groups and exams (the page *My Courses*).

Under *Support*, you can find all the information imaginable, such as how to connect to the wireless network, information on the student exchange program, how to order a grade transcript, contact information for the student counselors, etc. Through the *Tools* menu, you register your address, search for information on students and employees, etc.

CREDITS AWARDED

You will find your earned ECTS Credits under *Courses* on the SSE Portal.





EXAMS

Exams are a part of the assessment of whether you passed the course in question and what grade you should get. In connection with a course in year 1 and 2, three exam sessions are offered (the main exam and two retake opportunities) and, in year 3, two exam sessions are normally offered (the main exam and one retake opportunity) within one year after the start of the course. On these occasions, the scope and content of the exam are unchanged. On the morning of the exam day, you get information posted in lists at the entrance to Salmätargatan 13–17 on the room and place where you will take the exam. Note that you must be familiar with SSE's examination rules before you take your first exam. The rules can be found under *Support* on the SSE Portal. **You must bring a valid ID with you to be permitted to take the exam.** If you do not have ID, you will have used one of your exam sessions for the course in question as of having taken your seat in the exam room. The exam for the course will thereby be registered with a failing grade. **No ID – No exam.**

REGISTRATION – DEREGISTRATION

COURSE

You will be automatically registered for the courses held in the first semester. After that, you must register for the courses yourself. If you have taken an approved leave from studies or if you are taking the courses with a different year group, it is important that you check your course registrations. The registration for a course is done on *My Upcoming Courses* on the SSE Portal. As a student, you are obliged to deregister from the courses you do not intend to take.

EXAMS

Registration for and deregistration from exams is done on the *My Courses* page in the portal. If you are registered for a course, you will be automatically registered for the main exam session. However, you must register for any retakes personally. As a student, you are obliged to deregister from the exams you do not intend to take.

CONTACT US

STOCKHOLM SCHOOL OF ECONOMICS

Center for Retailing
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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.