



Degree Requirements for the Bachelor of Science Program in Retail Management

VALID FOR STUDENTS ENROLLED FROM 2018

The Degree Requirements are decided by the Program Director with the approval of the Vice President Degree Programs as delegated by the Faculty and Program Board.

This document is updated on an as-needed basis. The most recent version is published by Strategic and Academic Governance and posted on the SSE website (www.hhs.se) and on the SSE Portal. The document history lists the changes made since publication of the first version of the document.

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DOCUMENT HISTORY

The following changes concerning degree requirements have been made to the content since the first version of the *Degree Requirements for the BSc Program in Retail Management, students enrolled from 2018* was published on 2018-07-03:

- 2018-07-03 New document in English since the program is conducted in English from fall 2018.
- 2019-06-25 Chapter 1, 1.2, Courses NDH108 and NDH305 change teaching period as of the autumn semester 2019.
- 2019-12-06 Chapter 1, 1.2, Course NDH215 Marketing and Communications and NDH212 Sales and Service Management change teaching period as of the spring semester 2020. NDH 215 from period 3 to period 4 and NDH 212 from period 4 to period 3.
- 2020-02-11 Chapter 1, 1.2, Course NDH802 changes name spring semester 2020 from Economic Statistics to Data Analytics: Statistics for Retail Management.
- 2021-11-15 Course catalog new name for course web
- 2022-04-06 Chapter 1, 1.2, Course NDH111 changes name spring semester 2022 from Retail Buying and Merchandising to Analytics for Retail Merchandising.
- 2023-08-18 Chapter 1, 1.2.1, Degree Requirements for students enrolled from 2023 and 1.2.2 Degree Requirements for students enrolled 2018-2022 added to the chapter.
- 2024-12-06 Chapter 1, 1.2.1, Courses for spring semester Year 2 updated.
Chapter 1, 1.2.2, Reference to transition rules for student s enrolled 2019-2022 added.
- 2025-06-26 Chapter 1, Introductory text updated.
Chapter 1, 1.2.1 and 1.2.2 Year 3, Course NDH103 new name Advanced Customer Management, course NDH305 new name Retail Operations, from fall 2025.
- 2026-06-01 Chapter 1, Two last paragraphs added to the first chapter.

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PREFACE

The *Degree Requirements for the BSc Program in Retail Management – students enrolled from 2018* contain extensive information regarding the degree requirements that are relevant to you as a student at the Stockholm School of Economics (SSE). It is intended for students enrolled in the Bachelor of Science (BSc) program in Retail Management from 2018. The overall purpose is to inform you about what requirements apply and to help you prepare for, and complete, your studies. It contains an overview of the curriculum for each program, as well as the detailed requirements.

General rules and regulations are listed in the [*Student Handbook for the Bachelor of Science Program in Retail Management, from 2018*](#).

You will find information about individual courses on the SSE Portal. The Support pages will also provide you with information about various services offered at the school.

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Table of Contents

| | |
|---|----------|
| 1 BACHELOR OF SCIENCE PROGRAM IN RETAIL MANAGEMENT | 5 |
| 1.1 Intended Learning Outcomes (ILOs)..... | 5 |
| 1.2 Program Overview and Degree Requirements | 6 |
| 1.2.1 Degree Requirements for students enrolled from 2023..... | 7 |
| 1.2.2 Degree Requirements for students enrolled 2019-2022..... | 8 |

1 BACHELOR OF SCIENCE PROGRAM IN RETAIL MANAGEMENT

The overall objective of the Bachelor of Science Program in Retail Management is to offer high school graduates an internationally viable and high-quality university business education with a specialization in retail management. The program prepares the students to be able to accept advanced positions in retailing and also provides an excellent foundation for further studies at the Master level at SSE or another university in Sweden or abroad. Instruction is provided in English.

The Bachelor Program in Retail Management at Stockholm School of Economics is a unique business education — combining academic excellence with real-world impact.

With only 60 seats per year, this exclusive program offers a personalized and high-caliber experience where students become not just graduates, but future business developers, problem solvers, and changemakers. Rooted in business economics, with retail as the applied area, the program equips you with a solid foundation in core subjects like economics, marketing, finance, and strategy — all tailored to the fast-moving world of retail, entrepreneurship, and consumer-centric business.

What truly sets the program apart is its deep integration with corporate partners. From day one, students collaborate with leading Swedish retail companies through the Applied Retail Track — a three-year course that blends theory with hands-on learning and live case projects. It's where classroom insights turn into boardroom solutions.

At the same time, students take part in the Antonia Ax:son Johnson Tutorial Track, a unique personal development journey that runs alongside the academic curriculum. Through small-group discussions, reflective exercises, and dedicated mentorship, this track sharpens students' critical thinking, communication, and ethical awareness — helping them grow as confident, thoughtful, and self-aware future leaders.

The Retail Management program is designed as a high-engagement and collaborative learning environment where active participation is an important part of the educational experience. The program combines academic rigor with close interaction between students, faculty, and industry partners. Students are expected to contribute actively to this learning environment and to actively participate in key course activities.

Course directors are responsible for designing course formats, pedagogical activities, and attendance requirements in ways that support the learning objectives of each course. This may include mandatory discussions, workshops, simulations, presentations, and interactions with industry partners where active participation is central to the learning experience. While attendance requirements may therefore differ across courses and activities, the overall expectation is that students approach the program as a full-time educational commitment characterized by active engagement, collaboration, and professional participation.

1.1 Intended Learning Outcomes (ILOs)

The program was designed in cooperation with business and has the goal of filling a knowledge gap in general business programs in terms of retailing. As it looks today, many companies feel that a traditional business degree is indeed a good foundation for working in the retail trade, but that extensive resources often have to be devoted to the further education of traditionally trained business graduates in retailing

because of the industry's special logic and circumstances. SSE's Bachelor Program in Retail Management is specially designed to prepare the student to directly upon graduation be able to take advanced positions in the retail trade. The program suits those who intend to work, for example, as a strategic manager in retailing or in specialist functions in brands, financial management/controlling, purchasing, sales, category management and supply chain management or as analysts or consultants in retailing.

After completing the degree, the student shall:

- Demonstrate knowledge and understanding in business administration, economics and related areas based on knowledge of scientific grounds, applicable methods, and orientation regarding current research issues.
- Demonstrate an ability to seek, collect, evaluate, and critically interpret relevant information for problems related to industry practice and to critically discuss phenomena, issues, and situations and be able to put them into a context.
- Demonstrate an ability to independently identify, formulate, and solve recurring and unexpected problems and to carry out assignments within given time frames, individually and in a group.
- Demonstrate an ability to orally and in writing present an account of and discuss information, problems and solutions in dialog with various groups.
- Demonstrate skills and knowledge to be able to conduct continued studies at a higher academic level and in the long term be able to work independently at a high position in the various sectors of society.
- Demonstrate an ability to make assessments within business administration, economics and related areas, with consideration to relevant scientific, social, and ethical aspects.
- Demonstrate insight regarding the role of knowledge in society and of people's responsibility for how it is used.
- Demonstrate an ability to identify needs for further knowledge and skills development according to these needs.
- Demonstrate a good industry awareness, both such that the student is familiar with companies and organizations in retailing and related industries, and that the student is familiar with current topics relevant to the industry and also has a somewhat well-developed idea of approaches for handling these.
- Demonstrate an understanding of how retailers can benefit from using theories and models that are particularly relevant for retail management.

1.2 Program Overview and Degree Requirements

The program consists of three years of full-time studies corresponding to 180 ECTS credits and contains courses in the subject areas of business administration, economics, law, statistics and finance. The courses are focused on applications in the retail industry, to the furthest possible extent without compromising with basic knowledge in the academic subjects in business administration and economics. More detailed information on each individual course can be found in the respective course catalog and on SSE's external

website. During the program’s third and final year, the students write their Degree Project (15 ECTS credits). The students are also offered the opportunity in the third and final year to apply to SSE’s student exchange program.

The program begins with introduction days. The introduction days are arranged together with the Student Association of SSE (SASSE) and the aim is to welcome new students to SSE, provide information on career prospects, the rules, and expectations students are expected to meet and to the furthest extent possible facilitate the transition to studies at the university level.

1.2.1 Degree Requirements for students enrolled from 2023

| Year 1 | Fall semester | | Spring semester | |
|---------------------------|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Introduction to Retailing | √ | | | |
| Economics I | √ | | | |
| Accounting | | √ | | |
| Marketing | | √ | | |
| Management Control | | | √ | |
| Supply Chain Management | | | √ | |
| Economics II | | | | √ |
| Marketing Research | | | | √ |

| Year 2 | Fall semester | | Spring semester | |
|--|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Management & Organization | √ | | | |
| Finance | √ | | | |
| Business Law | | √ | | |
| Retail Accounting and Financial Management | | √ | | |
| Data Analytics: Statistics for Retail Management | | | √ | |
| Principles of Happiness | | | √ | |
| Marketing Communications | | | √ | |
| Customer Experience Management | | | | √ |
| Data Science for Retail Management | | | | √ |

| Year 3 | Fall semester | | Spring semester | |
|--|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Current Issues in Retailing | √ | | | |
| Applied Retail Track | √ | √ | | |
| Retail Operations (or Elective course) | | √ | | |
| Advanced Customer Management | | √ | | |
| Brand and Category Management | | | √ | |
| Degree Project in Retail Management | √ | √ | √ | √ |
| Innovation Strategy (or Elective course) | | | | √ |

One week of full-time studies corresponds to 1.5 ECTS credits. A 7.5 ECTS credit course corresponds to 200 student hours. During the fall semester of the 3rd year, the students do a large project in the course Applied Retail Track.

The Degree Project (15 ECTS credits) is written together with another student. The Degree Project is generally based on method seminars and supervision. The written work is presented at a seminar after the supervisor’s consent. See Section 2.4 in [Student Handbook for the Bachelor of Science Program in Retail Management, from 2018](#) for more information.

It is also during the third year that you have an opportunity to go abroad on student exchange (see Section 2.1.8 in [Student Handbook for the Bachelor of Science Program in Retail Management, from 2018](#)).

Students who are not going abroad on student exchange may choose one Elective course (7.5 ECTS) during Year 3. The elective may be chosen in period 2 or period 4.

1.2.2 Degree Requirements for students enrolled 2019-2022

| Year 1 | Fall semester | | Spring semester | |
|---|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Introduction to Retailing | √ | | | |
| Economics I | √ | | | |
| Accounting | | √ | | |
| Marketing | | √ | | |
| Management Control | | | √ | |
| Supply Chain Management | | | √ | |
| Economics II | | | | √ |
| Data Analytics: Statistics for Retail Management* | | | | √ |

| Year 2 | Fall semester | | Spring semester | |
|--|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Management & Organization | √ | | | |
| Finance | √ | | | |
| Business Law | | √ | | |
| Retail Accounting and Financial Management | | √ | | |
| Shopper Marketing* | | | √ | √ |
| Marketing Research* | | | √ | |
| Marketing Communications | | | √ | |
| Sales and Service Management* | | | | √ |
| Analytics for Retail Merchandising* | | | | √ |

*For students who don't follow the study pace, there are transition rules for the courses on the BSc RM Program Portal.

| Year 3 | Fall semester | | Spring semester | |
|---|---------------|----------|-----------------|----------|
| | Period 1 | Period 2 | Period 3 | Period 4 |
| Current Issues in Retailing | √ | | | |
| Applied Retail Track | √ | √ | | |
| Operations Strategy (Retail Operations, new name from 2025) | | √ | | |
| Retail Management Control (Advanced Customer Management, new name from 2025) | | √ | | |
| Brand and Category Management | | | √ | |
| Degree Project in Retail Management | | | √ | √ |
| Innovation Strategy | | | | √ |

Courses provide 6 ECTS credits or 7.5 ECTS credits (except the Degree Project). One week of full-time studies corresponds to 1.5 ECTS credits. A 7.5 ECTS credit course corresponds to 200 student hours. During the fall semester of the 3rd year, the students do a large project in the course Applied Retail Track.

The Degree Project (15 ECTS credits) is written together with another student. The Degree Project is generally based on method seminars and supervision. The written work is presented at a seminar after the supervisor's consent. See Section 2.4 in [Student Handbook for the Bachelor of Science Program in Retail Management, from 2018](#) for more information.

It is also during the third year that you have an opportunity to go abroad on student exchange (see Section 2.1.8 in [Student Handbook for the Bachelor of Science Program in Retail Management, from 2018](#)).