

# PROGRAM DESCRIPTION

## Retail Management

During the program, you will take courses that provide general knowledge about business and economics as well as more specific, advanced knowledge about retail.

### YEAR 1

#### Semester 1

- [Introduction to Retailing](#)
- [Economics I](#)
- [Marketing](#)
- [Accounting](#)

#### Semester 2

- [Supply Chain Management](#)
- [Management Control](#)
- [Economics II](#)
- [Economic Statistics](#)

[Applied Retail Track](#) runs during all semesters.

### YEAR 2

#### Semester 3

- [Finance](#)
- [Management & Organization](#)
- [Business Law](#)
- [Retail Accounting and Financial Management](#)

#### Semester 4

- [Marketing Research](#)
- [Marketing Communications](#)
- [Shopper Marketing \(new course\)](#)
- [Sales and Service Management \(new course\)](#)
- [Retail Buying & Merchandising \(new course\)](#)

[Applied Retail Track](#) runs during all semesters.

### 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](#) runs during all semesters.