The MSc in Commercial and Retail Management is based on the growing challenges faced by the consumer goods industry. It has been developed in close collaboration with prominent actors in the industry.

The degree programme prepares the student for a career in the HQ functions of the consumer goods industry and it provides an understanding of the industry’s specific challenges, which paves the way for a faster climb up the career ladder.

The students will acquire qualifications in areas such as retail strategy and innovation, consumer behaviour, business negotiations, pricing, performance management as well as range, category and brand management.

**DEEP UNDERSTANDING OF THE VALUE CHAIN**

Today, traditional retail trade is supplemented with e-commerce and various hybrids, and more and more communication takes place on social media. Companies must therefore be able to handle an omni-channel situation where a number of different sales and communication channels must be optimised in relation to each other. In addition, the ability to handle big data is becoming increasingly important in the consumer goods industry. This has led to changes in the relationship between supplier and retailer. The supplier must increasingly consider the entire value chain right through to the consumer, while the retailer must structure its supplier relations with an eye for how to create value for the consumer.

The traditional division of the B2B and B2C markets is thus developing towards a much-needed B2B2C mindset. The degree programme reflects this B2B2C mindset since the courses Supplier-retailer relations management, Business negotiations and Consumer behaviour in a retail setting cover the entire value chain from supplier to consumer. Furthermore, the students will acquire competences within areas that have a particular focus on the consumer goods industry such as retail strategy and innovation, pricing, performance and margin management, stock and waste management as well as range, category, and brand management. Digital transformation and the use of big data will play a prominent role in the programme and will recur in many courses.

The degree programme has been developed in collaboration with prominent actors in the consumer goods industry. These are gathered in a founding partners group consisting of Arla, Bestseller, Carlsberg, COOP, Danish Crown, KFI, Dagrofa, Jysk, Rema 1000 and Salling Group.

The companies will play an important role in the degree programme and its courses through guest lectures, internships and Master’s theses collaborations. They will also be offering a number of relevant student jobs. Internships at the above-mentioned companies are an important part of the programme. Students are encouraged to complete an internship, and the participating companies guarantee a significant number of internship positions.
MSC in Economics and Business Admin. - Commercial and Retail Management*

Social and Academic Activities
Aarhus BSS hosts a rich and varied programme of activities for you as a student, both study-related and social. Our many student associations host events ranging from lectures and company events to career days and sports days, Friday bars, and celebrations, so there is plenty of scope for meeting and networking with like-minded people, discovering new areas of academic interest, and socialising with fellow students.

Preliminary Programme Structure

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<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
<th>3rd Semester</th>
<th>4th Semester</th>
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</thead>
<tbody>
<tr>
<td>Introduction to Value Chain Management</td>
<td>Pricing Strategy</td>
<td>Electives at AU / Internship / AU Summer University / Study Abroad</td>
<td>THESIS</td>
</tr>
<tr>
<td>Retail Strategy and Commercial Innovation</td>
<td>Supplier-retailer Relations Management</td>
<td>Stock and Waste Management</td>
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<tr>
<td>Consumer Behaviour in a Retail Setting</td>
<td>Range, Category and Brand Management</td>
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<tr>
<td>Research Methods</td>
<td>Performance and Margin Management</td>
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30 ECTS 30 ECTS 30 ECTS 30 ECTS

*Subject to change

Careers
The degree programme prepares the students for a career in various HQ functions in the consumer goods industry. Based on the value chain approach, the students will be able to undertake many functions in either the supply or retail link of the value chain, especially within the consumer goods industry: from category manager or procurement manager to key account manager.

Aarhus BSS
Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than two hundred PhD students and nearly six hundred faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines. Aarhus BSS holds the distinguished AACSB, AMBA and EQUIS accreditations and is thus a triple-crown business school.

Learning in an International Context
At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills, and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers, and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately three hundred partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

Place of Study
Aarhus

Annual Tuition Fee
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

WWW
masters.au.dk/retailmanagement