

RETAIL MANAGEMENT CONCENTRATION (B.COM.) (15 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Bachelor of Commerce

Program credit weight: 15

Program Description

The Retail Management concentration will combine business fundamentals together with real-time, experiential learning opportunities recognizing the growing complexity of the retail sector. Through interaction with the state-of-the-art Retail Innovation Lab, students will have the opportunity to learn firsthand about managing all levels of a retail operation using the latest technologies. The practical experience will link directly to the study of consumer behaviour, experiential marketing, omni-channel retailing, pricing analytics, efficacy of different payment systems, and global value chain management.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (9 credits)

Expand allContract all

Course	Title	Credits
MRKT 459	Retail Management.	3
RETL 402	Innovations in Retailing.	3
RETL 407	Retail Management Project.	3

Complementary Courses (6 credits)

Selected from the following:

Expand allContract all

Course	Title	Credits
INDR 294	Introduction to Labour-Management Relations.	3
INSY 440	E-Business.	3
INSY 442	Data Analysis and Visualization.	3
MGSC 403	Introduction to Logistics Management.	3
MGSC 431	Operations and Supply Chain Analysis.	3
MRKT 355	Services Marketing.	3
MRKT 451	Marketing Research.	3
MRKT 452	Consumer Behaviour.	3
MRKT 455	Sales Management.	3
RETL 408	Omni-Channel Retailing.	3
RETL 409	Digitization of Retailing.	3

RETL 410	Sustainable Retail and Entrepreneurship.	3
RETL 434	Topics in Retail Management 1	3