

RETAIL MANAGEMENT MAJOR (B.COM.) (72 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Bachelor of Commerce

Program credit weight: 72

Program Description

The retail industry is experiencing a period of unparalleled changes where emerging technologies such as artificial intelligence (AI) and automation are transforming every stage of the retail journey. The Retail Management major will arm the students with valuable analytical, reasoning, management and communication skills and place them at the forefront of a fast evolving and innovated retail industry while promoting for sustainability, and long-term social and environmental benefits. Admission requirements: as per other B.Com. programs offered by the Desautels Faculty of 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 (60 credits)

Management Core

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Course	Title	Credits
MGCR 211	Introduction to Financial Accounting.	3
MGCR 222	Introduction to Organizational Behaviour.	3
MGCR 233	Data Programming for Business.	3
MGCR 250	Expressive Analysis for Management.	3
MGCR 271	Business Statistics.	3
MGCR 293	Managerial Economics.	3
MGCR 294	The Firm in the Macroeconomy.	3
MGCR 331	Information Technology Management .	3
MGCR 341	Introduction to Finance.	3
MGCR 352	Principles of Marketing.	3
MGCR 372	Operations Management.	3
MGCR 382	International Business.	3
MGCR 423	Strategic Management.	3
MGCR 460	Social Context of Business.	3

Major

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Course	Title	Credits
MRKT 459	Retail Management.	3
RETL 402	Innovations in Retailing.	3
RETL 407	Retail Management Project.	3
RETL 408	Omni-Channel Retailing.	3

RETL 409	Digitization of Retailing.	3
RETL 410	Sustainable Retail and Entrepreneurship.	3

Complementary Courses (12 credits)

12 credits from the following:

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Course	Title	Credits
BUSA 465	Technological Entrepreneurship.	3
FINE 447	Venture Capital and Entrepreneurial Finance.	3
FINE 477	Fintech for Business and Finance.	3
INDR 294	Introduction to Labour-Management Relations.	3
INSY 440	E-Business.	3
INSY 442	Data Analysis and Visualization.	3
MGPO 440	Strategies for Sustainability.	3
MGSC 403	Introduction to Logistics Management.	3
MGSC 431	Operations and Supply Chain Analysis.	3
MRKT 355	Services Marketing.	3
MRKT 440	Marketing Analytics.	3
MRKT 451	Marketing Research.	3
MRKT 452	Consumer Behaviour.	3
MRKT 453	Advertising and Media.	3
MRKT 455	Sales Management.	3
ORGB 330	People Analytics.	3
ORGB 423	Human Resources Management.	3
RETL 434	Topics in Retail Management 1	3