

RETAILING, M.R.

Learning Outcomes

1. Demonstrate a comprehensive knowledge of the retail industry using a multi-operational approach.
2. Conduct a comprehensive market research plan within the retailing domain.
3. Create and execute a retail business in the omnichannel environment by utilizing best entrepreneurial practices and emerging technologies.
4. Analyze consumer and market environments to enhance customer experience and solve real-world business problems applying advanced research and data analytics.
5. Analyze and develop applied solutions for retail merchandise categories.
6. Apply the advanced knowledge and innovative skills to conduct an applied project or to develop a thesis.