



EUROPEAN  
INTERNATIONAL  
UNIVERSITY

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# MASTER of BUSINESS ADMINISTRATION in RETAIL MANAGEMENT

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



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## RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as INTERNATIONALLY ACCREDITED by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

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## PROGRAMME OVERVIEW

**Retail Management** is a sub-discipline of the general field of management that deals with overseeing the distribution and selling of products directly to consumers, in specific vending points such as shops, chain stores, markets and malls. Retail managers are in charge of everyday operations within a retail store or department. They plan how merchandise is promoted, organize employees, handle customer service, and supervise inventories. In this MBA in Retail Management programme, students will learn management models and practices, in addition to relevant marketing strategies. They will also acquire leadership, communication and decision-making skills.

## PROGRAMME BENEFITS

- To enable the advanced study of organizations, their management and the changing external context in which they operate.
- Equip individuals for and/or development of a career in business and management by developing skills at a professional or equivalent level to assume senior managerial and leadership positions in business.
- Development of the ability to apply knowledge and understanding of business and management to complex issues, both systematically and creatively, to improve business and management leadership and practice.
- Enhancement of lifelong learning and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large.

## CORE MODULES

1. MGT510: Managerial Accounting
2. MGT520: Managing Business Strategy
3. MGT530: Human Capital Management
4. MGT540: Marketing Management
5. MGT550: Managing Operations
6. MGT560: Leading Organization
7. MGT570: Financial Management
8. MGT580: Project Management

## DURATION

**12-18 MONTHS**

## TUITION FEE

**€1,499.00**

## AWARD SAMPLE



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12<sup>th</sup> Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

EIU Registration at RCS No.: 839 980 851 R.C.S. Paris on 29 May 2018