

# Global Retailing Program (GR Program)

## Graduate School of Business and Commerce, KANSAI University (Professional Research Course of Master's Degree)

*The GR Program aims to create business leaders to work actively at the forefront of distribution & retailing in Asia!*



### Course model

- ✓ Joint Research Seminar
- ✓ Retailing and Macromarketing
- ✓ Retail and Distribution Management
- ✓ Marketing
- ✓ Marketing Communication
- ✓ Current Issues of International Business (Global Retailing)
- ✓ Business Internship

Newly established  
in April 2021 !

Globalization in retailing and platform business operations has been advancing. Global dynamism involves the movement of people, goods, money, services and information, etc., which is becoming increasingly more complex. Our distinctive GR Program tackles the challenges facing retailing, and provides the perspectives, knowledge and experiences needed to make business leaders of the future.



### KEY points of GR Program

point 1

#### A Pioneer Program in Japanese Graduate Schools!

- Distinguished professors with intimate knowledge of retailing in not only UK, EU and US but also in China, Korea and ASEAN member countries, belong to the GR Program, and they will provide insights on global retailers through joint research seminars.
- The students of GR program will interact with foreign graduate students through overseas workshops.
- Overseas workshop was held at Chung-Ang University in Korea during the 2022 academic year.
- A Certificate of Completion of GR Program will be offered to the students who have obtained the required credits.
- Graduates of the GR Master's Degree Program are expected to be successful in the fields of retailing, international trading, manufacturing, business consulting and managing international organizations.

point 2

#### An approach incorporating both Theory and Practice!

- The GR Program grasps the essence of retailing by examination of historical, theoretical, and practical perspectives, with both quantitative and qualitative approaches.
- Students of GR program will learn the most advanced theories and analytical methods of global retailing through lectures.
- Students of GR program will also understand the "NOW" of retailing from practitioner lecturer's subjects.
- Students conducted an interview survey of the senior manager in Lotte Shopping Co., as a part of overseas workshop in Korea, as well as a shop tour.
- The students of GR Program will take part in various internship programs in global retailing firms and so on.

**For more details, please contact our staff of the address below!**

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