

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 328		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Retail Management																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: Students explore the complex world of retail and e-tail channel management strategies from the perspective of a new retail store. Starting with defining its buyer, students develop a retail strategy using product mix, branding, the physical and e-tail store appearance, site selection, inventory purchasing and pricing, staffing, advertising and promotion, and customer loyalty programs. Note: Students with credit for BUS 224 cannot take this course for further credit.																			
Prerequisites (or NONE):		45 university-level credits including BUS 120.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: BUS 224 Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td></td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>30</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td>5</td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours: Case studies</td> <td>10</td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours		Seminars/tutorials/workshops	30	Laboratory hours		Field experience hours	5	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours: Case studies	10	Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours: Case studies	10																		
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: November 2016																	
Faculty Council approval		Date approved: December 9, 2016																	
Campus-Wide Consultation (CWC)		Date of posting: January 20, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 9, 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 24, 2017																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Construct a retail concept strategy that reflects the competitive environment of the retail sector being entered;
- LO 2. Apply the tools used to facilitate decisions about product assortment and selection;
- LO 3. Demonstrate the ability bring the store concept to life including site selection, supplier selection, staffing, inventory management, and financial planning and control;
- LO 4. Develop a retail experience strategy including branding and store /website atmospherics and merchandise display;
- LO 5. Defend the importance of branding, brand management, customer loyalty initiatives, and marketing ethics to enhance brand equity and financial returns for the shareholders.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

A case-based learning course. Lectures, in-class case problem solving, group case assignments, and presentations.

Grading system: Letter Grades: ☐ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Levy, M.	Retailing Management	<input checked="" type="checkbox"/>	McGraw – Hill	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

n/a

Typical Evaluation Methods and Weighting

Final exam:	30%	Group written assignment & presentation:	35%	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	10%	Shop work:	-
Case analyses	25%	Other:	-	Other:	-	Total:	100%

Details (if necessary):**Typical Course Content and Topics**

Module One: Defining your buyer and product

- Defining the industry of retailing; planning your product offering; assortment and selection (LO 1, 2)
- Fieldtrip 1: Assortment and selection (LO 2)
- Fieldtrip 2: Buyer tracking (LO 2)

Module Two: Defining your retail concept

- Store design; strategy audit; business location strategy; property acquisition strategies (LO 3)
- Fieldtrip 3: Layout (LO 3)

Module Three: Implementation

- Inventory management & control; merchandise acquisition strategy, production management strategy, pricing strategy, HRM, customer experience management (LO 3–5)
- Class Assignment: Rif tags – what is in it for retailer?
- Class Assignment: Produce vs. outsourcing (LO 4)

Late Mid-term Exam (LO 1–5)

Term Presentations (LO 1–5)