

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Retail Management					
2.	Course Code: BBA 3163					
3.	Name(s) of academic staff: TBA					
4.	Rationale: It is important for students to have an overall understanding of retail management to enable them to appreciate this large sector of the economy. Students will gain exposure to basic concepts and terms used in retail management. This will enable them to appreciate the challenges faced in the different aspects of retailing.					
5.	Semester and Year offered: Semester 5 Year 3					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 22	T 11	P 0	O 4	37 + 83 (IL) = 120 hours
7.	Credit Value: 3 credit hours					
8.	Prerequisite (if any): Nil					
9.	<p>Objectives: The objectives of this course are :</p> <ul style="list-style-type: none"> • Expose the students to the concept of retail business and what it takes to manage such a business. • Provide an overview of framework and sequence of activities in decision making to run a retail outlet. • Relate and where appropriate, apply some of the earlier learning in business management, particularly marketing and entrepreneurship to retailing. 					
10.	<p>Learning outcomes: At the end of the course students should be able to</p> <ul style="list-style-type: none"> • Describe the nature of retail business and compare with other types of businesses. • Discuss the various issues and challenges facing the contemporary retailing community. • Identify the various types and categories of retail stores. • Outline the steps to determine appropriate location for setting up the outlet. • Outline the management aspects of human resource, financial and operation and communication. • Describe the characteristics of retail customers and how to position the products to these customers. 					
11.	<p>Transferable Skills: Development of transferable skills such as retail management skills, effective group work, leadership skills, and knowledge in approaches to problem-solving.</p>					
12.	<p>Teaching-learning and assessment strategy Class Participation, Assignments, Team Work, Case Studies, and Presentation.</p>					

13.	<p>Synopsis:</p> <p>This course covers contemporary retail management issues and how retailing works. It explores the key activities and relationships between major components of the retail industry. The course survey retailing theory and applications, methods of retailing and strategies in retail management. Some of the topics covered include store location, merchandising, products and pricing.</p>																	
14.	Mode of Delivery: Lectures/Tutorial/Practical/Class Activities																	
15.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> </table>								Class Participation	10%	Continuous Assessment, Assignments and Tests	20%	Case Studies, Seminar, Project Paper and Presentation	30%	Final Examination	40%	Total	100%
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16.	Mapping of the course/module to the Programme Aims NA																	
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached																	
18.	Content outline of the course/module and the SLT per topic:																	
		Delivery																
	Topics	L	T	P	O	GL Hour	NGL Hour	SLT										
	<p>1. Introduction to Retailing</p> <ul style="list-style-type: none"> • Retailing definition from various perspectives. • Impact and special characteristics of retailing. • Marketing concept relating to retailing, with an emphasis on the total retail experience. • From marketing to retailing on customer service, a relationship retailing approach. • Import of brands in retailing 	2	1	-	-	3	6	9										

<p>2. The contemporary challenges facing retailers.</p> <ul style="list-style-type: none"> • Overview of challenges in retail environment. • Challenge of relationship retailing. • Challenge of technology in retailing. • Ethical challenges in retailing. • How retail institutions response to challenges? • Avenue for help in Malaysia for retailing and Matrade initiations. 	4	2	-	-	6	12	18
<p>3. Retail Institutions by Ownership and Store-based.</p> <ul style="list-style-type: none"> • Ways how retail institutions are classified. • Retail institutions characterized by ownership. • Definition of classification by strategy mix. • The wheel of retailing, scrambled merchandising and retail life cycle. • Characteristics of institutions with store-based strategy mixes. • Service-based retailing with goods-based retailing. 	2	1	-	-	3	6	9
<p>4. Identifying and Understanding Customers.</p> <ul style="list-style-type: none"> • Importance of retailer to select, identify and understand its target market. • Consumer demographic and life style factors. • How these concepts can be applied in retail? • Decision process and its stages • Different types of consumer decision making. • Customer prepares level of service vs. cost 	2	1	-	2	5	13	18

<p>5. Information gathering and processing in retailing.</p> <ul style="list-style-type: none"> • Importance of systematic information gathering. • Role of retail information system and its components. • Market research process; • Characteristics of primary data and role of retailer in collection of the data. • Characteristics of secondary data and role of retailer in collection of the data. • How retailers use data mining to understand customers and end-users? 	2	1	-	-	3	6	9
<p>6. Choosing a Store location</p> <ul style="list-style-type: none"> • Importance of location to a retailer. • What is trading area and how does trading area analysis is conducted? • How trading areas may be delineated for existing and new stores? • Major factors in trading area analysis. • Types of locations available to a retailer and the decisions necessary in choosing a general retail location. • Concept of the one-hundred per cent location. • Several criteria for evaluating general retail locations. • Ownership of the outlets vs. leasing. 	2	1	-	-	3	6	9
<p>7. Managing a Retail outlet</p> <ul style="list-style-type: none"> • Procedure in setting up a retail organization. • Various organizational arrangements utilized in retailing. • Human resource environment in retailing. 	2	1	-	-	3	6	9

<p>8. Managing a Retail outlet</p> <ul style="list-style-type: none"> • Financial management in retailing and profit planning. • Asset management including strategic profit model and other key business ratios. • Retail budgeting and resource allocation. • Operational aspects of operation management. 	2	1	-	-	3	6	9
<p>9. Merchandise Management and Pricing.</p> <ul style="list-style-type: none"> • Non-financial merchandise planning and management. • Merchandise buying and handling process. • Elements in the merchandise buying and handling process. 	2	1	-	1	4	11	15
<p>10. Merchandise Management and Pricing.</p> <ul style="list-style-type: none"> • Retail stocks. • Major aspects of financial merchandise planning and management. • The cost and retail methods of accounting. • Merchandise forecasting and budgeting process. 	2	1	-	1	4	11	15
<p>11. Retail Communication.</p> <ul style="list-style-type: none"> • Importance of communicating with customers. • Concept of retail image. • How a retail image is related to the atmosphere it creates? • Impact of customer services and community relations on a retailer's image. 	2	1	-	-	3	6	9
<p>TOTAL STUDENT LEARNING TIME</p>	22	11	-	4	37	83	120

19.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> • Main references supporting the course: • Michael Levy and Barton Weitz (2011) Retailing Management. 8th edition. McGraw-Hill/Irwin. • Deborah Fowler, Ben Goh (2011) Retail Category Management. 1st edition. Prentice Hall. • Emmett Cox, (2011) Retail Analytics: The Secret Weapon (Wiley and SAS Business Series) 1 Edition, Wiley <p>Other References:</p> <ul style="list-style-type: none"> • Barry Berman, Joel. R. Evans (2007) Retail Management: a strategic approach. 7th Edition, Prentice Hall. • Varley, Rosemary (2004) Principles of Retail Management, Pelgrave McMillan • Bajaj, Chetan (2004) Retail Management. Oxford University Press.
20.	<p>Other additional information: Nil</p>