



## Course Descriptor MNGT203 Retail Management

<b>Proposed Academic Year</b>	2020/2021	<b>Last Reviewed Academic Year</b>	2019/2020
<b>Course Code</b>	MNGT203	<b>Course Title</b>	Retail Management
<b>Credit hours</b>	3	<b>Level of study</b>	Year-Two
<b>College / Centre</b>	COBA	<b>Department</b>	Management
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	MRKT201 Principle of Marketing

### 1. COURSE OUTLINE

This **course** will help students to understand and develop decision making skills related to retail Management. Topics which may include Retail merchandise and Retail expense planning, store layout, product line and resource determination, pricing, Retail promotional strategies, End customer service, Retail financial planning and control. Students Will also learn the growing importance of the Retail Industry and landscape across globe and also understand the Role of Consumer behavior in the retail context. This course will explain the importance of Supply chain Management at Retail level and its impact of uncertainty in supply chain.]

### 2. AIMS

- [The Aim of this course basically explains the principles and techniques of products merchandising, Retail operations, Retail layout, store management, Right selection of location etc.
- It also provides a Retail Industry supports locally and regionally economic development by providing a quality education that also meets the needs of the many industries.
- The program, is designed with a unique engagement framework, keeping in mind the real needs of the retail industry.

### 3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
Evaluate current retailing trends based on consumer, legal and competitive environments. Building and sustaining Relationships with customer In Retailing.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
Identify various retail opportunities and evaluate the strategies associated with each type of opportunity and the Ownership role at retail level	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
Explain Targeting Customer and Gathering information process in		Exam + Participation



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Retailing. Also learn the how pricing is done at retail level	Lectures, PowerPoint Presentations & Group Discussion Case Studies	
Understand how Human resource management plays an important role in retailing, will also able to explain the Promotional Strategies time to time changes in Retailing and its impact in overall performance of Retail chain.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation

### 4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
1 <sup>st</sup> Mid Exam	25%
Quiz	10%
2 <sup>nd</sup> Mid Exam	25%
Final Exam	40%
<b>TOTAL</b>	<b>100%</b>

### 5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:



**Course Descriptor**  
**MNGT203 Retail Management**

**Grading system**

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49

**6. COURSE CONTENT (Indicative)**

LECTURE TOPIC	TIME (HOURS)
Introduction	
<b>Part One: An Overview of Strategic Retail Management</b>	3
Chapter 1: An Introduction to Retailing	
Chapter 2: Building and Sustaining Relationships in Retailing	3
Chapter 3: Strategic Planning in Retailing	3
1 <sup>st</sup> Mid Term & Group Discussion	3
<b>Part Two: Situation Analysis</b>	3
Chapter 4: Retail Institutions by Ownership	
<b>Part Three: Targeting Customers and Gathering Information</b>	3
Chapter 5: Identifying and Understanding Consumers	
Chapter 6: Information Gathering and Processing in Retailing	3
Chapter 7: Pricing in Retailing	3
<b>Part Five: Managing a Retail Business</b>	3
Chapter 8: Retail Organization and Human Resource Management	
Chapter 9: Promotional Strategy	3
<b>Part Four: Choosing a Store Location</b>	3
Chapter 10: Trading-Area Analysis	
Chapter 11: Site Selection	3
<b>CLASS ACTIVITIES &amp; GROUP PRESENTATION</b>	3
Revision	
<b>TOTAL HOURS</b>	<b>45</b>
Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>45</b>
<b>TOTAL COURSE HOURS</b>	<b>90</b>

**7. RECOMMENDED READING**



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### Core text/s:

Retail Management- A Strategic Approach by Barry R Berman & Joel R.Evans

### Library + online resource

[https://www.ilo.org/wcmsp5/groups/public/---ed\\_emp/---emp\\_ent/---coop/documents/instructionalmaterial/wcms\\_628564.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---coop/documents/instructionalmaterial/wcms_628564.pdf)

<https://courses.lumenlearning.com/wm-retailmanagement/>

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