



## Course Descriptor MNGT585–Retail Management

<b>Proposed Academic Year</b>	2021-2022	<b>Last Reviewed Academic Year</b>	2020-2021
<b>Course Code</b>	MNGT585	<b>Course Title</b>	Retail Management
<b>Credit hours</b>	3	<b>Level of study</b>	Postgraduate
<b>College / Centre</b>	College of Business Administration	<b>Department</b>	MNGT-MBA
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

### 1. COURSE OUTLINE

This course will introduce students to the concepts and fundamental aspects of retail management. The students will learn the growing importance of the retail industry and the landscape across the globe along with the role of consumer behavior in the retail context. The topics discussed will include but not limited to: 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. This course will also emphasize the importance of supply chain management from retail perspective and the impact of uncertainty on its efficiency and effectiveness.

### 2. AIMS

The aim of this course is to introduce the principles and techniques of products merchandising, retail operations, retail layout, store management, right selection of location and its operations management. It will also provide students with know-how on how retail industry supports, locally and regionally, the economic development of the region. The course is designed with a unique engagement framework, keeping in mind the real-time needs of the retail industry in Oman.

### 3. Graduate Attributes

The course will help achieve the following attributes of our graduates:

1. Knowledge of a discipline
2. Commitment to national development and Omani ethical values
3. Innovative spirit
4. Global insight
5. Adaptability to changing environments

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

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>	<b>Graduate Attributes</b>
Upon successful completion of this course, students will be able to:			
1. Evaluate current retailing trends based on consumer, legal and competitive environments.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study,	1 & 2



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		Assignments	
2. Identify various retail opportunities and evaluate the strategies associated with each type of opportunity and the ownership role at retail level	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments	1
3. Build and sustain relationships with customer in retailing and target them for gathering information in retailing. Also learn the how pricing is done at retail level	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination,  Case Study, Assignments	2 & 3
4. Understand how human resource management plays an important role in retailing and explain the role of promotional strategies in impacting the overall performance of retail chain.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments	4 & 5

### 5. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Midterm Examination	20
Case/Assignment	45
Final Exam	35
<b>TOTAL</b>	<b>100%</b>

### 6. ACHIEVING A PASS

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 50 %**

### 7. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)



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**MNGT585–Retail Management**

1	An Introduction to Retailing : An Overview of Strategic Retail Management	3
2	Building and Sustaining Relationships in Retailing	3
3	Strategic Planning in Retailing	3
4	Situation Analysis and Strategies formulation for Retailing	3
5	Retail Institutions by Ownership <b>Mid Term Exam</b>	3
6	Information Gathering and Processing in Retailing	3
7	Identifying and Understanding Consumers	3
8	Pricing in Retailing	3
9	Retail Organization and Human Resource Management	3
10	Promotional Strategy	3
11	Choosing a Store Location	3
12	Trading-Area Analysis	3
13	Site Selection	3
14	Implementing Operational Plans in Retail Management	3
15	Revision	3
16	<b>Final Exam</b>	
	<b>TOTAL HOURS</b>	<b>45</b>
1 - 16	<b>Plus RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>45</b>
	<b>TOTAL COURSE HOURS</b>	<b>90</b>

**8. RECOMMENDED READING**

**Core text/s:**

Berman, B. & Evans, J. (2017). Retail Management- A Strategic Approach.

**Secondary/Additional Tests:**

Lewis, R. & Dart, M. (2014). The New Rules of Retail: Competing in the World's Toughest Marketplace.

Dario, J & McShane, C. (2014). The Retail Management Formula: A Navigational Guide To Consistently Effective Retail management



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Levy, M., Weitz, B. & Grewal, D. (2013). Retailing Management

### **Journals**

Journal of Retailing

International Journal of Retail and Distribution Management

International Review of Retail, Distribution and Consumer Research

Journal of Retailing and Consumer Services

Journal of Consumer Research

Marketing Intelligence and Planning

### **Library + online resources:**

ASU library

ASU online resources (ProQuest and ebrary)

Sultan Qaboos University Library (by agreement)