

# Macao Polytechnic Institute

## School of Business

### Bachelor of Management

#### Module Outline

Academic Year 2020 / 2021 Semester 2

<b>Learning Module</b>	Retail Management		<b>Class Code</b>	MRKT3120-321/322	
<b>Pre-requisite (s)</b>	Nil				
<b>Medium of Instruction</b>	English			<b>Credit</b>	3
<b>Lecture Hours</b>	45 hrs	<b>Lab / Practice Hours</b>	0 hrs	<b>Total Hours</b>	45 hrs
<b>Instructor</b>	Dr. Joyce Tam		<b>E-mail</b>	fytam@ipm.edu.mo	
<b>Office</b>	M533, Meng Tak Building, Main Campus		<b>Telephone</b>	8599 3313	

#### Description

This course explores the basic areas of retail management: buying, merchandising, retail promotion, store location, store layout, credit management, and inventory control. It emphasizes on practical application of retail management principles.

#### Additional Information

This is a fundamental course to the student germane to retail management in contemporary business environment. The course of Retail Management will introduce to the student not just about the underlying concepts and theories, but also relevant practical skills for operating and managing a retail outlet. In general, the first part of the course will focus on illustrating the evolving nature of the retail industry. The second part of course will explicate a comprehensive introduction to all aspects of the state-of-the-art retailing and the basic elements of retail management and a retail organization's activities, so that the students will have a solid platform on which to prepare their group assignments on retail management and gain broader sense of the retailing industry operation.

## **Learning Outcomes**

After completing the course, students will be able to:

1. Discern the evolution and trends of contemporary retailing industry;
2. Understand the specific nature of retailing in comparing with the other industries;
3. Apprehend the relevant pre-opening activities prior to the opening of a retail outlet;
4. Develop an in-depth understanding of the basic terminologies, concepts, and theories used in the study and practice of retail management;
5. Analyse, apply and integrate all the pertinent retail management concepts and theories to formulate a retail strategy for a particular establishment in order to fulfil one of the assessment requirements of this course.

### **Alignment of the Program and Course Intended Outcomes (Management)**

<b>Management Program PILOs</b>	<b>CILOs</b>
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	CILOs 2, 3 & 4
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	CILO 5
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	N/A
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	N/A
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	N/A
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	CILO 1
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	N/A

## **Content**

<b>Topics</b>	<b>Duration</b>
1. An Introduction to Retailing (Chapter 1)	3 hrs
2. Building and Sustaining Relationships in Retailing (Chapter 2)	3 hrs
3. Retail Institutions by Ownership (Chapter 4)	3 hrs
4. Retail Institutions by Store-Based Strategy Mix (Chapter 5)	3 hrs
5. Web, Non store-based, and Other Forms of Nontraditional Retailing (Chapter 6)	3 hrs
6. Trading Area Analysis (Chapter 9)	3 hrs
7. Midterm / Assessment	3 hrs
8. Site Selection (Chapter 10)	3 hrs
9. Retail Organization and Human Resource Management (Chapter 11)	3 hrs
10. Operations Management: Operational Dimensions (Chapter 13)	3 hrs
11. Developing Merchandise Plans (Chapter 14)	3 hrs
12. Pricing in Retailing (Chapter 17)	3 hrs
13. Establishing and Maintaining a Retail Image (Chapter 19)	3 hrs
Presentation and Final Revision	3 hrs
Final Assessment /Examination	3 hrs
Total	45 hrs

## **Teaching Method**

This course is delivered through a series of lectures which provide a detailed description of all the topics. The course materials are supplemented with multimedia resources such as videos and websites to support students' learning.

## **Attendance**

Attendance requirements are governed by the "Academic Regulations Governing Bachelor's Degree Programmes of Macao Polytechnic Institute". Students who do not meet the attendance requirements for the course will not be permitted to sit the final /re-sit examination and shall be awarded an 'F' grade.

## **Assessment**

This course is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	<b>Item</b>	<b>Description</b>	<b>Percentage</b>
1.	Assignments	Exercises/Case Study/Presentation	20 %
2.	Mid-Term / Assessment		30 %
3.	Final Assessment / Examination		50 %
		<b>Total Percentage:</b>	100 %

## **Plagiarism Policy**

It is student's responsibility to ensure that his/her assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.

## **Teaching Material(s)**

### **Textbook**

Barry Berman & Joel R. Evans (2018), *Retail Management: A Strategic Approach*, 13<sup>th</sup> Edition, Pearson Education International

### **Reference Reading**

- M. Levy, B.A. Weitz (2010), *Retailing management*, McGraw-Hill/Irwi, 8th Ed., 73530026.
- Michel Chevalier, Michel Gutsatz (2012), *Luxury retail management*, John Wiley & sons, 470830263.
- The Journal of Business & Retail Management Research (JBRMR)
- International Journal of Retail & Distribution Management

## **Reference**

### **Website(s)**

- Web Site:

<https://www.pearson.com/store/p/retail-management-a-strategic-approach/P100001115681?tab=table-of-contents>