Module code: BB-4306
Module Title: Retail Management
Degree/Diploma: Bachelor of Business (Business Administration)
Type of Module: Major Option/Breadth

Modular Credits: 4
Total student workload: 8 hours/week
Contact hours: 4 hours/week

Prerequisite: BB-2204 Marketing Management
Anti-requisite: Nil

Aims:
To develop students understanding of the fundamental of retailing knowledge from theoretical and pragmatic perspectives.

Learning Outcomes:
On successful completion of this module, a student will be expected to be able to:

Lower order: 20%
- identify the key elements of retailing.
- describe different types of retailers.

Middle order: 50%
- discuss trends in retailing.
- analyse retail strategies.
- identify and define retailing issues.
- develop a retail plan.

Higher order: 30%
- recommend and justify solutions to retailing issues.
- work independently and in-group.
- produce and communicate research outputs effectively.

Module Contents:
- Introduction to retailing
- Types of retailers
- Multichannel retailing
- Retail market strategy
- Financial strategy
- Retail locations
- Human resource management in retailing
- Information systems and supply chain management
- Customer relationship management
- Managing the merchandise planning process
- Retail pricing
- Retail communication mix
- Managing the store
- Store layout, design, and visual merchandising
- Customer service in retailing

Assessment:

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<th>Formative assessment</th>
<th>Weekly discussion/individual presentations and feedback</th>
<th>Summative assessment</th>
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<tr>
<td></td>
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<td>Examination: 40%</td>
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<td>Coursework: 60%</td>
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<td>- Group Project</td>
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<tr>
<td>- Group Presentation</td>
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<tr>
<td>- Individual Assignments</td>
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