

Course Profile

Department of Management / International Logistics Management Program

Course Number: Man 447	Course Title: Retailing		
Required / Elective: Required	Pre / Co-requisites: -		
<p>Catalog Description: Structure and functioning of retailing. Building and maintaining relations with customers, understanding consumer behavior, and their implicating in logistics management. Strategic planning in retailing and managing, sourcing and procurement; deciding upon store outlet numbers and locations; and the role of customer service.</p>	<p>Textbook / Required Material:</p> <p>The Retailing Book: Principles and Applications Paul Freathy (Editor)</p> <p>Publication Date: December 2003 ISBN-10: 0273655485 ISBN-13: 978-0273655480</p>		
Course Structure / Schedule: (3+0+0) 3 / 6 ECTS			
<p>Extended Description: To develop knowledge of contemporary retail management issues at the strategic level. To describe and analyse the way retailing works, specifically the key activities and relationships. To provide an academic underpinning to the above through the application of retailing theory and research.</p>			
Design content: None	Computer usage:		
<p>Course Outcomes:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand effective methods and strategies required for retail management. 2. Understand how to utilize resources and techniques used in retail management. 3. Understand analysis of store location, merchandising, products and pricing. 			
Recommended reading: -			
<p>Teaching methods:</p> <p>Powerpoint slides, case analysis</p>			
<p>Assessment methods:</p> <p>Participation % 10</p> <p>Midterm % 40</p> <p>Final % 50</p>			
Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	3	42
Lectures	14	3	42
Assignments	5	3	15
Quizzes	3	3	9
Case studies	3	3	9
Midterm	1	16	16
Final Examination	1	17	17

TOTAL: 150 hours / 25 = 6 ECTS	
Prepared by: Staff	Revision Date: 21.06.2012