

COURSE SYLLABUS

Retailing, 7.5 credits

Retailing, 7,5 högskolepoäng

Course Code:	MLUR23	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Valid From:	Jul 1, 2013	Subject group:	FE1
Version:	1	Specialised in:	A1N
Reg number:	IHH 2014/2170-122	Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

- Comprehend and reflect on the key retailing management concepts, principles, and theories.
- Recognize and appreciate the different forms of retailing formats and ownership structures
- Discuss resource needed to set up, manage, and execute retailing operations
- Demonstrate knowledge of the factors influencing consumers in retail settings.

Skills and abilities

- Demonstrate the ability to apply retailing concepts in order to improve strategic and tactical retailing decisions
- Develop the skills needed to critically evaluate retailing operations

Judgement and approach

- Critically assess the theoretical foundations of retailing management.
- Reflect upon the development of a retail market strategy.

Contents

The Retailing course takes a strategic approach to the retailing industry. It starts off by discussing various retailing formats and ownerships. It goes on by covering the customer management, visual merchandising, and pricing issues in retailing. Also, by taking a holistic perspective on operations, various supply chain management topics, including inventory management, information and financial flows will be discussed. Moreover, the ethical and corporate social responsibility issues in retailing will be covered throughout the course.

Type of instruction

Lectures introduce retailing concepts and theories while in class discussion encourages reflection and critical thinking. Seminars and a combination of cases and practical assignments are used to integrate beliefs, develop ideas, and reflect on attitudes about Retailing.

In connection with lectures and seminars, reading assignments are used to immerse students in the literature by enticing them to find, review and discuss recent articles from leading journals in the field

(e.g., Journal of Retailing, Journal of Services Marketing, International Journal of Retail & Distribution Management, International Journal of Physical Distribution & Logistics Management, International Review of Retail, Distribution and Consumer Research, Industrial Marketing Management, and Journal of Retailing and Consumer Services).

Project work is used to get students out of the classroom and to apply themes on retailing in a real world setting. Students will collect primary data by way of e.g. observation at retailing locations, exit interviews, and mystery shopping and analyze this data using the tools, methods and theories from the course.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration including 60 credits in Business Administration (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course literature

Literature

Lusch, Dunne & Carver (2011), Introduction to Retailing 7th edition, South-Western Cengage Learning, ISBN 9780538755078