

Liverpool John Moores University

Title: RETAIL MANAGEMENT
Status: Definitive
Code: **5000BUSRM** (108332)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Presentation (15 mins)	50.0	
Essay	AS2	Individual written analysis from group work - 1500 words	50.0	

Aims

The aim of the module is to introduce students to the various retail sectors and the nature and activities of the retail organisation.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the nature of the retailing environment
- 2 Demonstrate a critical awareness of the activities, functions and strategies within retail
- 3 Identify and discuss key contemporary issues within the retailing environment.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW	2	3	
CW	1	2	3

Outline Syllabus

- 1 *An Introduction to the Principles of Retail Management*
- 2 *A History of Retailing & The Retail Environment*
- 3 *Retail Strategy , Location & Marketing*
- 4 *Strategic Choice Implications*
- 5 *Retail Management Organisation and Structure*
- 6 *HR- Recruitment & Training*
- 7 *Retail Financial Management*
- 8 *Retail Operations Management*
- 9 *Logistics*
- 10 *Retail Career Opportunities*
- 11 *Group Presentation*

Learning Activities

This module will consist of 12 x 2 hours teaching per week using a combination of one hour lectures and one hour tutorial activity.

Lecture: Each session will explore a key area of retailing. This will be explored via a set of power point slides, copies of which will be issued at the start of each lecture.

Tutorial : The Tutorial activity will examine the area covered in greater detail and participation is vital.

Activity Outside of the Classroom: Each lecture will be supported more informal, interactive work in the form of case studies group exercises and external research.

References

Course Material	Book
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Author	Dunne & Lusch
Publishing Year	2008
Title	Retailing
Subtitle	
Edition	2nd
Publisher	Thomson
ISBN	978032436279

Course Material	Book
Author	Berman & Evans
Publishing Year	2007
Title	Retail Management
Subtitle	
Edition	10th
Publisher	Pearson
ISBN	0131870165

Notes

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