

Liverpool John Moores University

Title: RETAIL MANAGEMENT
Status: Definitive
Code: **5015BUSBM** (116899)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Moataz Al Hilou	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	39
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group Case Analysis, 20 minute presentation.	30	
Report	Report	1,500 word individual analysis of external environment.	30	
Report	Report	2,000 word paper on internal environment drawing recommendations and conclusions.	40	

Aims

This module is designed to combine and apply and develop an in-depth knowledge and understanding of the issues within the current retail environment.

The aim of the module is to give students the opportunity to apply their learning on real world problems and to prepare them to consider the retail environment which represents the largest private employment sector in the UK.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the major retail sectors within the UK and make international comparisons.
- 2 Examine the environmental issues that impacts the activities, functions and strategies within retail.
- 3 Exercise and conceptualise the various roles and functions within retail and the use of organisational management to deliver results.

Learning Outcomes of Assessments

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

Presentation	1
external environment report	2
internal environment report	3

Outline Syllabus

Week 1 - Introduction

Week 2 - History

Week 3 - Retail Environment

Week 4 - Guest Lecture

Week 5 - Retail Strategy

Week 6 - Situation Analysis

Week 7 - Strategic Choice

Week 9 - Guest Lecture

Week 10 - Retail Location

Week 11 - Retail Marketing

Week 12 - Group Presentations

Week 13 - Guest Lecture

Week 14 - Organisation and Structure

Week 15 - Human Resource Management

Week 16 - Guest Lecture (Career Choices)

Week 17 - Retail Financial Management / Risk Analysis

Week 18 - Guest Lecture

Week 19,20 & 21 - Issues in Retailing

Week 22 - Student Led Conference

Learning Activities

This module will consist of 24 x 1½ hour seminars per week using a combination of lectures, guest lectures, case studies and group and individual activity. 12 hours will also be spent undertaking fieldwork.

Seminar: Each session will explore key areas of retailing and students will be encouraged to participate in the class environment. During the course it is expected that 5 guest speakers will present the issues within their sector and give the students a more rounded view.

Group Presentation: A group presentation of 20 mins will be assessed at the end of Semester 1.

Individual Coursework: 1500 words Analysis of external environment.

Individual Coursework: Individual coursework of 2,000 words at end of semester 2.

Notes

This module analyses and evaluates the retail sector from a regional, national and international perspective. Using both individual and group work the students will learn to apply strategic models in a retail environment. Feedback will be provided in class tutorials and in written format at the end of year.