

## Liverpool John Moores University

Title: RETAIL MANAGEMENT  
Status: Definitive  
Code: **5015SERBM** (117946)  
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Cath Groves	Y

**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 78.00  
**Total Learning Hours:** 240      **Private Study:** 162

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	39.000
Workshop	39.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group Case Analysis, 20 minute presentation.	30.0	
Report	Report	1,500 word individual analysis of external environment.	30.0	
Report	Report	2,000 word paper on internal environment drawing recommendations and conclusions.	40.0	

### 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:

- LO 1 Analyse the major retail sectors within the UK and make international comparisons.
- LO 2 Examine the environmental issues that impacts the activities, functions and strategies within retail.
- LO 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	LO 1
Report	LO 2
Report	LO 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.

## References

<b>Course Material</b>	Book
<b>Author</b>	Levy and Weitz
<b>Publishing Year</b>	2009
<b>Title</b>	Retailing Management
<b>Subtitle</b>	
<b>Edition</b>	7th edition
<b>Publisher</b>	McGraw-Hill
<b>ISBN</b>	9780071284240

<b>Course Material</b>	Book
<b>Author</b>	Berman, B and Evans, J R
<b>Publishing Year</b>	2007
<b>Title</b>	Retail Management
<b>Subtitle</b>	A Strategic Approach
<b>Edition</b>	10th edition
<b>Publisher</b>	Pearson
<b>ISBN</b>	0131870165

<b>Course Material</b>	Book
<b>Author</b>	McGoldrick, P
<b>Publishing Year</b>	2002
<b>Title</b>	Retail Marketing
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	McGraw-Hill
<b>ISBN</b>	0077092503

## 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.