

Summary Information

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| Module Code | 5059YPCBM |
| Formal Module Title | Retail Management |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 5 |
| Grading Schema | 40 |

Teaching Responsibility

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| LJMU Schools involved in Delivery |
| LJMU Partner Taught |

Partner Teaching Institution

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| Institution Name |
| YPC International College (Kolej Antarabangsa YPC) |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 11 |
| Seminar | 11 |
| Workshop | 22 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| JAN-PAR | PAR | January | 12 Weeks |

Aims and Outcomes

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| Aims | To develop and apply an in-depth knowledge and understanding of the issues of the current retail environment To gain an understanding of the various roles and functions of organisational management in retail To provide the opportunity for students to apply their learning to real world problems in retail |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Analyse the major retail sectors within the UK |
| MLO2 | 2 | Examine the environmental issues that impact on the functions, activities and strategies within the retail sector |
| MLO3 | 3 | Exercise and conceptualise the various roles and functions within retail and use of organisational management to deliver results |
| MLO4 | 4 | Apply a variety of strategic theories in their exploration of a chosen retail business |
| MLO5 | 5 | Analyse the operational management of a case study retailer |

Module Content

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| Outline Syllabus | This module is designed to allow students to explore the retail sector through practical applications of retailing and business theory to real world retail situations. It is intended to raise awareness in students of contemporary issues in retailing and the likely impact of this on retail strategy adopted. It also requires the students to conduct an in-depth analysis of the management operations of a case study retailer. |
| Module Overview | |
| Additional Information | This module is designed to allow students to explore the retail sector through practical applications of retailing and business theory to real world retail situations. It is intended to raise awareness in students of contemporary issues in retailing and the likely impact of this on retail strategy adopted. It also requires the students to conduct an in-depth analysis of the management operations of a case study retailer. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-------------------------------|--------|--------------------------|---------------------------------|
| Portfolio | Essay on External environment | 50 | 0 | MLO1, MLO2, MLO4 |
| Report | Report on internal strategy | 50 | 0 | MLO3, MLO4, MLO5 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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| Peter Barton | Yes | N/A |
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Partner Module Team

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| Contact Name | Applies to all offerings | Offerings |
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