

Liverpool John Moores University

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Title: Retail Management
Status: Definitive
Code: **5059YPCBM** (122980)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Peter Barton	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Assessment 1 - 2500 word Essay into the external factors affecting a selected retail sector	50	
Report	Report	Assessment 2 - 2500 word Report into the operational and competitive strategies of a selected retail sector	50	

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

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Essay on External environment	1	2	4
Report on internal strategy	3	4	5

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.

Learning Activities

Lecture, Seminar, workshop

Notes

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