

## Liverpool John Moores University

Title: Retail Management  
Status: Definitive  
Code: **5507VLUBW** (128596)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Van Lang University

Team	Leader
Naser Valaei	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
Report	Coursework	Coursework	100	

### 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
- 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:

Coursework	1	2	3	4	5
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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.*

## Learning Activities

Lecture, Seminar, workshop

## Notes

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