

## Liverpool John Moores University

Title: ISSUES IN RETAILING  
Status: Definitive  
Code: **6000BUSRM** (108333)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 48.00  
**Total Learning Hours:** 240  
**Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Off Site	12.000
Seminar	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	30.0	
Report	AS2	Individual presentation and 3000 word conference style paper	70.0	

### Aims

*This module is designed to combine and apply the learning over the three year degree programme and develop a greater 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 in their final year for the retail environment that they will soon enter.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Examine the awareness of the current issues affecting the activities, functions and strategies within retail
- 2 Analyse and discuss key contemporary issues within the retailing environment.
- 3 Examine 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	2	3
Report	1	2

## 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. 10 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 will be assessed at the start of Semester 2

Individual Presentation: Individual presentation of paper during student Retail Conference at the end of Semester 2.

## References

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

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

<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
<b>Publisher</b>	McGraw-Hill
<b>ISBN</b>	0077092503

## Notes

N/A