Course Syllabus

Department: Business

Date: December 7, 2012

I. Course Prefix and Number: BUS 146

   Course Name: Retail Business Management

   Credit Hours and Contact Hours: 3 contact hours  3 credit hours

   Catalog Description including pre- and co-requisites: no prerequisite

This course is an introduction to contemporary retailing as a service industry and profitable operation. A study is made of each of the five major organizational functions: merchandising, personnel, finance, operations, and promotion, with emphasis placed on career opportunities in each division.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course is required for A.A.S. –Marketing majors. This course may also be taken for Business elective credit or General elective credit.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

Upon completion of this course, the student will be able to:

Define retailing
Identify career opportunities in the field of retailing
Identify different types of retailers
Explain how retailers respond to changing demographic trends.
Deconstruct the consumer buying process and the factors that influence it.
Explain how and why retailers segment markets.
Determine how retailers develop a sustainable competitive advantage.
Evaluate the factors retailers consider in choosing a location
Demonstrate how retailers forecast sales
Communicate how retailers negotiate with vendors
Analyze how retailers set prices and deal with various pricing issues
Describe how retailers communicate with their customers
Discuss how retailers establish a promotional budget
Research the responsibilities of a store manager
Describe various employee compensation methods
Describe critical issues in the design and layout of a retail store
Explain the importance of customer service
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- [x] writing
- [x] oral communications
- [x] reading
- [ ] mathematics
- [x] critical thinking
- [ ] computer literacy
- [x] ethics/values
- [ ] citizenship
- [ ] global concerns
- [ ] information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Student will complete written assignments and/or papers with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will discuss class concepts; students will participate in class presentations</td>
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<tr>
<td>Reading</td>
<td>Student will read assigned chapters in the course textbook and provide written answers to discussion questions.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will take tests and/or quizzes which include short answer or essay type analytical questions.</td>
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<tr>
<td>Ethics and Values</td>
<td>Students will complete a written assignment on ethics in retailing.</td>
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IV. Instructional Materials and Methods

TYPES OF COURSE MATERIALS

REQUIRED READING: The College Bookstore lists the current text being used in this class.

METHODS OF INSTRUCTION

This course will be taught by lecture and discussion of reading materials, discussing case studies and homework assignments, and the viewing and critiquing of various videos.
V. GENERAL OUTLINE OF TOPICS COVERED

The world of retailing
Types of retailers
Types of ownership
Demographic changes that affect retailing
Changing consumer values
Customer buying behavior
Market segmentation
Competitive advantage
Retail organizational structures
Location factors
The buying process
Pricing strategies
Legal issues in retailing
The retail promotion mix
Managing a retail store
Store layout and design, and Visual Merchandising
Customer service
Retail selling