

# Business Administration

Course Number: **BUAD 297**

Course Title: **RETAILING**

Credits: 3

Calendar Description: This course covers strategic retail management and orients students to the dynamic and competitive nature of the industry. Topics include current issues in retail, managing the retail operation, pricing, inventory management and control, store design and location. *(also offered by Distance Education)*

Semester and Year: **FALL 2020**

Prerequisite(s): BUAD 116

**Professors**

Name	Phone	Office	Email
<b>Rishi Bhardwaj</b> <i>Course Captain</i>	<b>Email</b>	<b>Virtual Office</b>	<b>rbhardwaj@okanagan.bc.ca</b>

**Learning Outcomes**

Upon completion of this course students will be able to

Explain retail planning and management concepts on all levels – strategic, administrative, and operational.

Describe consumer buying behaviour as it applies to retail markets.

Analyze retail trading and site locations.

Describe principles of store layout in relation to retail strategy.

Explain common design and merchandising techniques.

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**Evaluation Procedure**

<b>Group Work</b> Capstone Project (20% Final Report, 10%	
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## Course Schedule

Date		Topic	Textbook
Week of:		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday	
Sept.	7-11	Orientation and Introduction to Course Introduction to the world of retailing	Ch. 1
	14-18	Types of Retailers Customer Buying Behaviour	Ch. 2 Ch. 3
	21-25	Case Study 1 <b>Exam 1 (Ch. 1-3)</b> <i>Project Proposal Submission</i>	
Sept. – Oct.	28-2	Retail Market Strategy Case Study 2	Ch. 4
	5-9	Retail Locations Strategy Store Design, layout, and visual merchandising strategy	Ch. 5 Ch. 6
	12-16	<b>Exam 2 (Ch. 4-6)</b> Case Study 3	
	19-23	International Retailing Strategy Financial Strategy <i>Rough Draft of the Final Report Due</i>	Ch. 7 Ch. 8
	26-30	Case Study 4 Information Systems and Supply Chain Management	Ch. 9
Nov.	2-6	<b>Exam 3 (Ch.7-9)</b> Buying Strategies	Ch. 10

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study alties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

empted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.