Mount Saint Mary College  
Division of Business

Retail Management  
BUS 304-01  
Fall, 2007  
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Student Resources: course.msmc.edu (WebCT)  
Readings as assigned

Course Description: This course will introduce and examine the state-of-the-art management practices required to effectively operate retail companies in today’s dynamic business environment. All elements of the retail formats and channels will be analyzed and emphasis will be given to the many changes occurring in retailing today, including electronic retailing, information and communication technology, globalization of retailing and the growth of services retailing.

Student Outcomes: By the end of the semester, students successfully completing this course will be able to:

1) develop a full appreciation for and understanding of the retail industry,
2) understand the major shifts occurring within the industry resulting from technology and socio-cultural changes,
3) recognize the skills necessary to effectively manage retail operations,
4) identify those tasks that will be most critical to creating successful retail operations,
5) write a coherent synopsis of relevant readings,
6) orally present course related material to a group of peers,
7) demonstrate an ability to integrate outside readings with the course text material,
8) relate specific research orally and through writing, and
9) utilize technology for research and to enhance and enlighten course material.
Course Requirements:

1) Three equally weighted, non-cumulative exams. These will contain true-false, multiple choice and (perhaps) brief essays.

2) Each student will be required to submit 5 homework assignments during the term. The due dates are listed on the attached schedule. The student is required to visit a retail establishment of their choice during the week before the assignment is due. These retail establishments should vary (students should visit a different one for each assignment) and should not be the one that the student is doing his/her major project on. In a one page paper they should describe how the week’s topic related to what they saw. If, for example, the topic of the week is Site Selection, then the student should comment on that retailer’s site selection strategy with regard to the particular issues that are highlighted in Chapter 8 of the text. These 1 page summaries should be coherently written and should reflect knowledge obtained through readings and in the classroom. Students will be graded on a scale of 0-5. As there will be 5 of these, a perfect score would equal 25% of your grade.

3) Each student shall select one retail establishment to review extensively. They should conduct a site visit early in the semester (during the first two weeks of class). A short summary (1-1 ½ pages, double spaced) of what is seen during this visit is required. You should evaluate the firm’s overall strategy in your own words. This short paper is due on September 11, 2007. You are responsible to gather research material on this firm during the term and the same site should be visited in mid-November. The firm’s strategy should now be reevaluated based upon what has been learned in class, what you have researched through reading and from your own observations. This paper should be 3 pages in length and should focus upon one of the following elements of the retailer’s strategy that is critical to their success: target market(s), retail market strategy, financial strategy, merchandise assortment, pricing strategy, store atmospherics and layout, and customer service. The last 1-2 paragraphs should contain suggestions about future strategies in the area you have selected. What do you think that they are doing well? What are the retailer’s weaknesses? You may use company publications to find information but are also required to cite at least three articles about your firm from the business press. Failure to do so will result in a penalty of one full letter grade for this assignment. Do not choose retail establishments for this project if you are unable to find published information about them. These reports will be presented to the class.

4) Group participation in class assigned cases and projects.

Grading Policies:

Achievement of the outcome objectives constitutes satisfactory performance in the course, resulting in a grade of “C” (average). To achieve a grade higher than C, a student must demonstrate above-average (B) or exceptional (A) work. Final letter grades will be assigned using the following scales.
A  94-100  4.0   Superior
A-  91-93  3.67   Outstanding
B+  88-90  3.33   Excellent
B   84-87  3.00   Very Good
B-  81-83  2.67   Good
C+  78-80  2.33   Above Average
C   74-77  2.00   Average
C-  71-73  1.67   Below Average
D+  68-70  1.33   Poor
D   60-67  1.00   Very Poor
F   60 and below  0.00   Failing

Attendance Policy:
Class participation is very important; if you care to secure full benefits and not lose continuity, you must attend every session. Absences will result in a negative influence on your grade.

Grade Determination:
Examinations (3 x15% each)  45%
Short Site Report  5%
Final Retailer Report  20%
Homework Reports  25%
Group and Class Participation  5%

Reading and Assignment Schedule
This schedule is subject to revision.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapters and Assignment</th>
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| 8/30 | Introduction
     | Chapter 1 – The World of Retailing |

9/6

Chapter 2 and 3
Types of Retailers
Multichannel Retailing

**Site Visit report due on 9/6.**

9/13

Chapter 4 - Customer Buying Behavior
**Homework 1 due on 9/13**

9/20

Chapter 5 – Retail Market Strategy

9/27

Chapter 6 – Financial Strategy
Homework 2 due on 9/27 (on Chapter 5 or 6).

10/4 Chapters 7 and 8  
Retail Locations and Site Selection  
Examination 1 on 10/4. Chapters 1-6

10/11 10/9– Site visit for report  
During this visit, a manager from the retail establishment should be interviewed about the firm’s human resource practices.  
Chapter 9  
Human Resource Management

Homework 3 due on 10/11 (Chapter 9).

10/18 Chapters 10 and 11  
Information Systems and Supply Chain Management  
Customer Relationship Management

10/25 Chapter 12  
Planning Merchandise Assortments

11/1 Chapter 13  
Buying Systems

Homework 4 due on 11/1

11/8 Chapter 14 – Buying Merchandise  
Examination 2 on 11/8

11/15 Chapter 16 – Retail Communication Mix

Homework 5 due on 11/15 (Chapter 16).

11/22 Chapter 17 – Managing the Store  
11/22 – Thanksgiving Day – No class

11/29 Chapter 18 – Store Layout, Design, and Visual Merchandising

12/6 12/4 - Presentation of Papers  
12/6 - Final Examination on 1