



# Business Administration

Course Number:	<b>BUAD 291</b>
Course Title:	<b>DESIGNING THE RETAIL ENVIRONMENT</b>
Credits:	3
Calendar Description:	This course focuses on the theory and application of retail site location and design elements needing consideration in the setting up of retail stores and store layouts. Emphasis will be on factors used in analysis of the trading area and site selection as well as the concepts involved in interior and exterior retail outlet design.
Semester and Year:	<b>Fall 2015</b>
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Diploma, Marketing Option - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	September 2009
EDCO Approval:	2010
Chair's Approval:	

**Professors**

Name	Phone	Office	Email
Paul McCann	762-5445 #email	Kelowna: C243	<a href="mailto:pmccann@okanagan.bc.ca">pmccann@okanagan.bc.ca</a>

**Learning Outcomes**

Upon completion of this course students will be able to

- analyze spatial data and related information to evaluate a trading area using geographic information systems (GIS) technology.
- create maps showing demographic features of a geographic region, potential retail sites and market areas, competing stores, complementary businesses and their characteristics.
- identify market potential using a lifestyle segmentation system to identify attractive customer prospects, their values, behaviours, and purchasing patterns of interest.
- explain elements of store design to create a unique environment suited to the merchandise with elements such as color, materials, finishes, lighting, signs, graphics, architecture, and store layout.
- develop a plan for setting up a new retail store including establishing objectives and a budget.
- construct a virtual model, or other accurate rendering of a potential retail store.

**Course Objectives**

This course will cover the following content:

\*See Course Schedule

**Evaluation Procedure**

Term Work	20%
Cases (10% Presentation, 10% Participation)	20%
Project	35%
Final Exam	25%
<b>Total</b>	<b>100%</b>

**Notes**

<p><b>Term Work</b></p> <p>Your term work grade may be calculated from a combination of quizzes, participation, in-class work and homework. Students will be expected to actively engage in classroom discussions and other activities and exercises. In addition, students will be required to visit local retailers, make observations and conduct analysis of different sites, store design elements, and store layouts. These will be discussed in class the following week. Details on the requirements of field trips will be provided by the professor.</p>
<p><b>Cases</b></p> <p>Individual students will present a case to the class. The remainder of the class will participate in a discussion of the key issues presented in the cases.</p>
<p><b>Project</b></p> <p>Students in teams of two or three will choose a type of retail business for which they will do a detailed target area analysis, site selection, floor layout, atmospheric elements to be used, costing out the development of that business store, and create a three dimensional, virtual or other rendering of the proposed retail concept. Students are encouraged to incorporate information gathered from field trips into their Retail Project.</p>
<p><b>Final Exam</b></p> <p>Text chapters and other material covered in class. Students must achieve a passing grade (50%) on the final exam in order to pass the course.</p>

**Required Texts/Resources**

<p>Retailing Management, Fourth Canadian Edition, Levy/Weitz/Beattie/Watson, McGraw-Hill, 2014 (new cases in this latest edition required for the course)</p>
<p><b>Other Resources:</b></p> <p>Articles, current readings, industry information, white papers, and other resources will be provided by the professor.</p>
<p><b>GIS Software:</b></p> <p><b>GRASS GIS</b>, commonly referred to as GRASS (Geographic Resources Analysis Support System), is a <b>free</b> and open source Geographic Information System (GIS) software suite used for geospatial data management and analysis, image processing, graphics and maps production, spatial modeling, and visualization. - <a href="http://grass.osgeo.org/">http://grass.osgeo.org/</a></p>
<p><b>3D Design Software</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.sketchup.com">http://www.sketchup.com</a> (SketchupMake is free for personal use.)</li> <li>• <a href="http://www.homestyler.com">http://www.homestyler.com</a> (This is from AutoDesk, the maker of AutoCAD)</li> <li>• <a href="http://www.sweethome3d.com">http://www.sweethome3d.com</a> (SweetHome3D can be used as a download, or in a browser window.)</li> </ul>

Course Schedule

Date		Topic	Textbook
Week of:		Tues. Sept 8 College-wide Orientation Day Wed. Sept 9 Classes begin Mon. Oct 12 Thanksgiving Day – no classes Wed. Nov 11 Remembrance Day – no classes Thur. Dec 10 Last day of regularly scheduled classes	
Sept	9	Course Introduction The World of Retailing – Introduction to the World of Retailing	Ch 1
	14	The World of Retailing - Types of Retailers	Ch 2
		The World of Retailing – Customer Buying Behaviour	Ch 3
	21	Review of GIS Data and tools Retailing Strategy – Retail Market Strategy	Ch 4
	28	Library Resources – Data review – Sajni Lacey Retailing Strategy – Retail Locations Strategy-Trade Area	Ch 5
Oct	5	Review of Design Software Design Software Lab	
	12	Retailing Strategy – Retail Locations Strategy-Trade Area	Ch 5
	19	Retailing Strategy – Store Design, Layout, and Visual Field Trip	Ch 6
	26	Store Design Lab Case Presentations	
Nov	2	Case Presentations	
	9	Case Presentations	
	16	Case Presentations & Field Trip	
	23 / 30	Project Presentations	
Dec	7	Course Review	
Dec	12 - 22	Final Exam Period	

## **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?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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?**

“Cheating includes but is not limited to dishonest or attempted 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 information to other students who are taking the test or examination.”

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?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be 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.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.