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 2019**
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective Diploma, Marketing Option – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	1989
EDCO Approval:	February 2000
Chair's Approval:	L. Sparling

Professors

Name	Phone	Office	Email
Devin Rubadeau ***Course Captain***	**250-764-5445 ext. 4621**	**K: E224**	**drubadeau@okanagan.bc.ca**

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.
- Apply retail buying and pricing strategies using retail mathematics.
- Describe the dynamic nature of retailing and identify trends.

Course Objectives

This course will cover the following content:

- Presenting on a specific retail business using terminology and theories learned in the course
- Analyzing the operations of an identified retailer
- Participating in the review of business cases and prepare presentations describing common retail principles and theories

Evaluation Procedure

Group Work	
Capstone Project (20% Final Report, 10% Presentation)	30%
Case Presentation	5%
Individual Work	
Participation	5%
Quizzes	10%
Mid-term Exam *	25%
Final Exam *	25%
Total	100%

* Students must earn half of all available exam marks to achieve a passing grade in the course.

Notes

Participation marks depend on regular attendance and active involvement.
Cases provide an in-depth examination of key issues in modern retailing.
The Capstone Project will require work over the entire semester; in addition, good quality English and grammar will be essential. The project will examine a local retailer and apply the concepts and principles covered in the course. The end result will be to demonstrate understanding of the theory, develop an appreciation for the challenges and opportunities facing retailers in the 21st century, and identify strategies by which retailers can mitigate threats and create competitive advantage.

Required Texts/Resources

Berman, B., Evans, J.R., & Chatterjee, P. (2018). Retail Management – A Strategic Approach, 13th Edition, Pearson Education, USA. ISBN 10: 0-13-379684-1 ISBN 13: 978-0-13-379684-1

Course Schedule

Date		Topic	Textbook
Week of:		Wednesday, September 4 - Classes Start Monday, October 14 – Thanksgiving Day (no classes) Monday, November 11 – Remembrance Day (no classes) Wednesday, December 4- Last Day of Regular Classes	
Sept.	2 – 6	Orientation and Introduction to Course An Introduction to Retailing	Ch. 1
	9 – 13	Building and Sustaining Relationships in Retailing Strategic Planning in Retailing Retail Institution by Ownership	Ch. 2 - 4
	16 – 20	Retail Institutions by Store-Based Strategy Mix Web, Non-store-based, and Other Forms of Nontraditional Retailing	Ch. 5, 6
	23 – 27	Identifying and Understanding Consumers Information Gathering and Processing in Retailing	Ch. 7, 8
Sept. – Oct.	30 – 4	Trading-Area Analysis Site Selection	Ch. 9, 10
	7 – 11	**MIDTERM EXAM**	
	14 – 18	Retail Organization and HR Management Operations Management: Financial Dimensions	Ch. 11, 12
	21 – 25	Operations Management: Operational Dimensions Developing Merchandise Plans	Ch. 13, 14
Oct. – Nov.	28 – 1	Implementing Merchandise Plans Financial Merchandise Management	Ch. 15, 16
	4 – 8	Pricing in Retailing Establishing and Maintaining a Retail Image	Ch. 17, 18
	11 – 15	Promotional Strategy Integrating and Controlling the Retail Strategy	Ch. 19, 20
	18 – 22	Capstone Project Presentations	
	25 – 29	Capstone Project Presentations	
Dec.	2 – 6	Capstone Project Presentations	
Dec	8 – 19	FINAL EXAM PERIOD	

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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. 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, 6th 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.