

Syllabus
GMT3421E Retail Management
Prof. Dr. Volker Trauzettel
Summer Semester 2024

Level	Bachelor	
Credits	6 ECTS	
Student Contact Hours	5 SWS	
Workload	180 hours (56,25 hours contact hour/lecture plus 123,75 hours self-studying)	
Prerequisites	Sound knowledge of basic models in business administration including marketing, logistics, finance, and accounting.	
Time	See LSF	
Room	See LSF	
Start Date	See LSF	
Lecturer	Name	Prof. Dr. Volker Trauzettel
	Office	W2.4.14
	Virtual Office	Link – prior scheduling necessary - room: Trauzettel
	Office Hours	See LSF
	Phone	+49 (0)7231 - 28 6260
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Summary

Course Objectives & Outcomes:

The students will acquire the retail management terminology, analyze and understand the business model of retailers, develop a sound knowledge of the decision making models retailers need to handle.

Outline / Major Topics of the Course:

- Introduction to Retailing: What is retailing?
- Retail Strategic Planning and Operations
- Understanding Customers
- Store Location and Market Selection
- Online Retailing
- Managing Assortment
- Merchandising
- Pricing
- Sales Promotion
- Store Design and Layout
- Customer Management and Service
- Retail Buying
- Retail Logistics
- Competition and Strategy
- Legal and Ethical Issues in Retail Management and Retail Strategy

Literature:

- **Berman, Barry/ Evans, Joel R.:** Retail Management: A Strategic Approach, Prentice Hall, 12th revised edition, 2012 [13th ed., 2017 with Patrali M. Chatterjee]
- **Dunne, Patrick/ Carver, James/ Lusch, Robert F.:** Retailing, Thomson South-Western, 8th ed, 2013/ 9th ed 2017
- **Levy, Michael/Weitz, Barton A./Grewal, Dhruv:** Retailing Management, 9th ed. McGraw-Hill Publ. Comp., 2013 / 10th ed 2018

These textbooks may be used alternatively. Specialized material and a reading list will be distributed in class. Latest edition is preferred.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam 100% Individual
1 Expert Knowledge		
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...acquire a well-grounded knowledge in retail related problems.	X
2 Digital Skills		
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...understand the impact of new digital technologies in the retail industry.	X
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to apply basic managerial models to solve given problems and to design suitable extensions of the basic models.	X
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to research on managerial models in the literature and to suggest their application in given problems and to evaluate their applicability.	X
4 Ethical Awareness		
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...develop a sense of responsibility in economic life. They able to identify ethical problems in firms and to discuss them constructively. They are able to develop adequate solutions to ethical questions and conflicts.	X
5 Communication and Collaboration Skills		
5.1 ...to express complex issues effectively in writing.	...to recognize managerial decisions problems at retailers and to describe them precisely.	X
6 Internationalization		
6.1 ...to understand and explain business challenges in an international context.	...to assess organizational requirements and the design of value creating activities in an international retail setting.	X

Assessment

Written examination (90 minutes)