

(PRELIMINARY / TENTATIVE) – v19

## SYLLABUS

### Retail Management

GMT3421E (former: GMT 3117)

Spring/Summer 2020

**Instructor:** Prof. Dr. Volker Trauzettel, Pforzheim University

**Office Hours:** Th 9:45-11:15 in room W2.3.05

**Contact Hours:** Wed 8:00-11:15 Room: W3.2.03 & Thu 8:00-9:30; Room: W1.2.03, 4-6 hours per week, 75 hours total

**Workload:** 6 ECTS credits; expected studying load (75 hours contact time plus 75 hours self-studying)

**Level:** Advanced

**Prerequisites:** Sound knowledge of basic models in business administration including marketing, logistics, finance, and accounting.

**Exam:** written exam (90 minutes) at the end of term

**Grading:** presentations, assignments, end-of-term exam

#### Course Overview:

The retail industry is in transition. The 'traditional' brick-and-mortar retailer faces new competition from the online-retail industry. The online-retailer by itself is faced with fast growing competitors, new entrants, and more-or-less loyal consumers. The challenges of competition drive the store-based retailers to rethink their business models, some of the answering by developing online-stores to become multi-channel retailers. Also, manufacturers recognize the changes in the marketplace and find it fruitful to sell directly to the consumer via the internet. Hence, these manufacturers need to develop retail competencies, also.

The purpose of this course is to introduce into the management of retail business within this environment. We will study the main processes and decisions of retailing, among them assortment planning, location planning and store design, pricing, merchandising, branding, private label policy, buying, customer management. Ethical issues are covered and discussed also, like in buying, human resource management, and retail strategy. Where appropriate, we will extend to wholesale operations.

### **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.

### **Major Topics of the Course:**

- Introduction to Retailing: What is retailing?
- Retail Strategic Planning and Operations
- Understanding Customers
- Store Location and Market Selection
- Managing Assortment
- Merchandising
- Pricing
- Sales Promotion
- Store Design and Layout
- Online Retailing
- 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 [13<sup>th</sup> ed., 2017 with Patrali M. Chatterjee]

Dunne, Patrick/ Carver, James/ Lusch, Robert F.: Retailing, Thomson South-Western, 8<sup>th</sup> 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 Contributions to degree programs' common learning goals:**

PG	Program Goal	Learning Outcomes	Assessment
1.	Students have broad knowledge of theories and their practical application in order to understand business functions and processes. <b>Expert knowledge</b>	Students demonstrate that they have basic knowledge in Business Administration. Students demonstrate their distinguished and sound competencies in Economics. Students have command of legal methodology for case solutions on basis of claims. Students are able to solve business problems by applying quantitative methods.	In-class discussion, exam
2.	Students are able to use information technology successfully. <b>Use of information technology</b>	Students demonstrate proficiency in using computer programs to solve business problems. Students are able to use information systems effectively in real world business settings.	Case study projects, presentations
3.	Students are able to examine problems critically and solve practical problems with analytical competence. <b>Critical thinking and analytical competence</b>	Students are able to apply analytical and critical thinking skills to complex problems.	Exam, case study and presentations
4.	Students recognize ethical issues and conflicts that can arise from their business activities and account for them accordingly. <b>Ethical awareness</b>	Students are able to develop business ethics strategies and apply them to typical business decision-making problems.	In-class discussion, case projects and presentations, exam
5.	Students are able to express ideas and arguments clearly and convincingly in oral and written communication.	Students are able to express complex problems effectively in writing. Students demonstrate their oral communication skills in presentations.	In-class discussions, case study projects, presentations
6.	Students are able to work effectively in teams. <b>Capacity for teamwork</b>	Students show that they are able to work successfully in teams by performing practical tasks.	In-class discussion, case study projects and presentations
7.	Students have a sound background in their major field of study.	Expert knowledge. Secure and competent application of methods and instruments Interpretation and critical reflection as well as development of alternatives	In-class discussions, case study projects, presentations