
SYLLABUS

Date/ Revision February 15, 2017
Faculty Business & Social Sciences
Approval Dr. Samuel Prasetya

SUBJECT: RETAIL MANAGEMENT

1. Identification of Subject:

Name of Subject : Retail Management
Code of Subject : REMA-3000
SKS/ECTS : 3/6
Semester : 5
Study Program : B-IBA/B-MGT
Lecturer : Dr (cand) Wulan, MBA

2. Competency

After having the course, students are expected to:

- a) Analyze and apply the principles of effective retail management.
- b) Recognize and appreciate the difference between well-run and poorly-run retail operation.
- c) Understand retail strategies and tactics employed in running a retail operation.
- d) Distinguish between ethical and unethical decision in retail business situations.
- e) Demonstrate knowledge of the measurement tools common to a retail enterprise.
- f) Identify careers and opportunities in retailing.

3. Description of Subject:

Retailing is a combination of activities involved in selling goods and service directly to the final consumer for personal or household use. Many activities of retail establishment will be explored including but not limited to: retail strategy development, understanding the customer, retail information system, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics.

4. Learning Approach

Approach : To start with the lesson, it is important for the students to understand retailing concept, selection, and strategies. Reading text chapters and attending class is, however, only the first step. To really understand the materials, the students must also learn to apply it.

Method : student participations, reading, active discussions, case studies

Student Task : The student will have to readings from “popular press” sources, participate in class discussions, activities, as well as assignment and exam.

Media : Projector and Black/Whiteboard

5. Evaluation

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|--------------------------------|--------------|
| a) Absence maximum | : 25% |
| b) Participation in discussion | : 15 points |
| c) Homework, Class work | : 10 points |
| d) Prsentation, Simulation | : 20 points |
| e) Daily Quiz | : 10 points |
| f) Final Examination | : 20 pointa |
| Total | : 100 points |

6. Contents/ Topics of Lecturing:

Week	Topics	Content	Remark
1	An Introducing to Retailing	<ul style="list-style-type: none"> • The Framework of Retailing • The Importance of Developing and Applying a Retail Strategy • The Focus and Format of the Text 	
2	Building and Sustaining Relationships in Retailing	<ul style="list-style-type: none"> • Value and the Value Chain • Retailer Relationship • The Difference in Relationship Building Between Goods and Service Retailers • Technology and Relationships in Retailing • Ethical Performance and Relationships in Retailing 	
3	Strategic Planning in Retailing	<ul style="list-style-type: none"> • Situation Analysis • Objectives • Identification of Consumer Characteristic and Needs • Overall Strategy • Specific Activities • Control • Feedback • A Strategic Planning Template for Retail Management 	Draft 1 Quiz 1
4	Retail Institutions by Ownership	<ul style="list-style-type: none"> • Retail Institution Characterized by Ownership 	
5	Retail Institutions by Store-Based Strategy Mix	<ul style="list-style-type: none"> • Considerations in Planning a Retail Strategy Mix • How Retail Institution Are Evolving • Retail Institutions Categorized by Store-Based Strategy Mix 	
6	Web, Nonstore-Based, and Other Forms of Nontraditional Retailing	<ul style="list-style-type: none"> • Direct Marketing • Direct Selling • Vending Machine 	Draft 2 Quiz 2

Week	Topics	Content	Remark
		<ul style="list-style-type: none"> Electronic Retailing: the Emergence of The World Wide Web Other Nontraditional Forms of Retailing 	
7	Identifying and Understanding Consumers	<ul style="list-style-type: none"> Consumer Demographics and Lifestyles Consumer Needs and Desires Shopping Attitudes and Behavior Retailer Actions Environmental Factors Affecting Consumers 	
8	Semester break – make-up classes only		
9	Information Gathering and Processing in Retailing	<ul style="list-style-type: none"> Information Flows in a Retail Distribution Channel Avoiding Retail Strategies Based on Inadequate Information The Retail Information System The Marketing Research Process 	
10	Trading-Area Analysis	<ul style="list-style-type: none"> The Importance of Location to a Retailer Trading-Area Analysis Characteristic of Trading Areas 	
11	Site Selection	<ul style="list-style-type: none"> Types of Location The Choice of General Location Location and Site Evaluation 	Draft 3 Quiz 3
12	Retail Organization and Human Resource Management	<ul style="list-style-type: none"> Setting Up a Retail Organization Organizational Patterns in Retailing Human Resource Management in Retailing 	
13	Operation Management: Financial Dimensions	<ul style="list-style-type: none"> Profit Planning Asset Management Budgeting Resource Allocation 	
14-15	Operations Management: Operational Dimensions	<ul style="list-style-type: none"> Operating Retail Business 	Draft 4 Quiz 4
16	Semester break – make-up classes only		
17-18	Final Examination		

7. Book Reference:

- a) Text Book: Berman, Barry and Evans, Joel R. (2013). *Retail Management: A Strategy Approach, 12th Edition*, Upper Saddle River: Pearson Prentice Hall

- b) Levy, Michael and Weitz, Barton. (2012). *Retailing Management, 8th Edition*, New York: McGraw-Hill