



RM 31 - Retail Management (3 credits – 3hrs/wk)

Required for Retail Merchandising

COURSE DESCRIPTION: (From bulletin)

Introduction to management techniques considered essential to the planning, organization, control and operation of retail establishments. The fundamentals underlying modern merchandising practices, recent developments in trading area analysis, shopping centers, consumer relations, warehousing, transportation, stock control, and data processing. Retail case studies and field trips.

Required Class Materials

TEXTBOOKS: Pearson Custom Business Resources “Field Experience in Retail Management”, Kingsborough Community College

Based on: Retail Management: A Strategic Approach, Twelfth Edition, Barry Berman and Joel R. Evans.

Magazines / Newspapers (OPTIONAL SUBSCRIPTION): Women’s Wear Daily, Wall Street Journal, New York Times

COURSE OBJECTIVES:

1. To differentiate between the various types of retail enterprises and to know the laws and governmental activities that affect it.
2. To recognize the interrelationships of the retail store divisions.
3. To demonstrate knowledge of the duties and responsibilities of retail management divisions and their functions: buying and selling, store management and operations, sales promotion, finance, control and computer operations.
4. To know the many career opportunities in retailing.
5. To solve retail strategy problems and to enhance retail strategy opportunities by studying real world retail strategy developments in current media outlets.

GRADING POLICY:

1. Homework - 20%
2. Midterm Exam - 25%
3. Final Exam - 25%
4. Project - 20%
6. Attendance / Class Participation – 10%

A	90.0 - 100.00	C	70.0 - 76.49
B+	86.5 - 89.99	D+	66.5 - 69.99
B	80.0 - 86.49	D	60.0 - 66.49
C+	76.5 - 79.99	F	59.99 & below

ATTENDANCE POLICY:

Attendance is mandatory at the City University of New York. You are allowed a maximum of 6 absences before you receive a WU/F. You are allowed 3 absences with no penalty to your grade. Each additional absence will result in a deduction to your final grade. You are obligated to stay for the entire duration of the class, unless you notify the professor. Being late 3 times will be calculated as 1 absence.

Civility and respect for others is essential in an academic environment. Any acts of harassment and /or discrimination based on matters of race, gender, age, sexual orientation, religion, and/or ability will not be tolerated.

Academic Dishonesty: YOU ARE EXPECTED TO DO YOUR OWN WORK. If you cheat or copy someone else’s work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC’s

Electronics: Your cell phone **MUST** be silent during class (and turned **OFF** during exams) No texting! Any laptop/netbooks **MUST BE USED** solely for note-taking.

Access-Ability Services:

(D-205, [718-368-5175](tel:718-368-5175)), provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.

METHOD OF INSTRUCTION:

1. Assigned text reading and homework.
2. Class discussions of the assignments.
3. Current news from WWD, WSJ and NYT about retailing.
3. Lectures to clarify the assigned readings and related materials.
4. Use of audio-visual devices, and materials from the field, to illustrate concepts.
5. Written and oral reports on assigned topics.
6. Class discussion of student reports.
7. Students are encouraged to consult with the instructor for individual guidance

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CLASS#24 – FINAL REVIEW

USEFUL LINKS

www.retailindustry.about.com

www.nrf.com

www.rila.org

www.marketwatch.com/retail

www.entrepreneur.com

www.knowthis.com

www.theguardian.com/business/retail

www.wwd.com

www.wsj.com

www.nytimes.com

Syllabus is subject to change. If you are absent, please make sure to find out what you have missed