

North Hennepin Community College

BUS 1640: Retail Management

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on the exciting and dynamic nature of the retail industry. Topics include: the changing customer demographics, needs, and shopping behaviors; the development of retail formats, strategies and location opportunities to satisfy these needs; and the emergence of new technologies that dramatically affect retail operations. Students are provided an intensive study of the retail buying, merchandising, and management functions of a retail store. Bus 1600 recommended.

B. COURSE EFFECTIVE DATES: 08/26/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The development of the retail industry
2. Legal and ethical retailing issues
3. Strategic planning and implementation used for retail
4. Retail financial strategy
5. Channels of distribution
6. Site-selection
7. Merchandising
8. Display analysis
9. Buying and pricing in retail merchandising
10. The retail promotional mix
11. Store layout, design, and visual merchandising
12. Retail selling
13. Managing customer service
14. Retail financial planning, advertising and promotion
15. The changing role of e-commerce in retailing
16. Resources that can contribute to career decision-making as well as careers in retail

D. LEARNING OUTCOMES (General)

1. Define the role and development of the retail industry NHCC ELO 1 (knowledge)
2. Analyze retail strategy and apply retailing concepts to develop solutions NHCC ELO 2 (inquiry and analysis, critical thinking, written communication) NHCC ELO 4 (applied learning)
3. Solve retail cases collectively in diverse student teams NHCC ELO 2 (teamwork and problem solving)
4. Define terminology and concepts related to the field of retailing NHCC ELO 1 (knowledge)

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community