



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT / BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	MRKT-3120-321/322/323		
Learning Module	Retail Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Joyce, Tam Fung Yi	Email	fytam@mpu.edu.mo
Office	Room M533, Meng Tak Building	Office Phone	8599 3313

MODULE DESCRIPTION

This course explores the basic areas of retail management: buying, merchandising, retail promotion, store location, store layout, credit management, and inventory control. It emphasizes on practical application of retail management principles.

Additional Information

This is a fundamental course to the student germane to retail management in contemporary business environment. The course of Retail Management will introduce to the student not just about the underlying concepts and theories, but also relevant practical skills for operating and managing a retail outlet. In general, the first part of the course will focus on illustrating the evolving nature of the retail industry. The second part of course will explicate a comprehensive introduction to all aspects of the state-of-the-art retailing and the basic elements of retail management and a retail organization's activities, so that the students will have a solid platform on which to prepare their group assignments on retail management and gain broader sense of the retailing industry operation.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Discern the evolution and trends of contemporary retailing industry;
M2.	Understand the specific nature of retailing in comparing with the other industries;
M3.	Apprehend the relevant pre-opening activities prior to the opening of a retail outlet;
M4.	Develop an in-depth understanding of the basic terminologies, concepts, and theories used in the study and practice of retail management;



M5.	Analyse, apply and integrate all the pertinent retail management concepts and theories to formulate a retail strategy for a particular establishment in order to fulfil one of the assessment requirements of this course.
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These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

CILOs	Management Program PILOs	Marketing Program PILOs
1	6	1
2	1	1
3	1	7
4	1	1
5	2	2

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Topics	Duration
1. An Introduction to Retailing (Chapter 1)	3 hrs
2. Building and Sustaining Relationships in Retailing (Chapter 2)	3 hrs
3. Retail Institutions by Ownership (Chapter 4)	3 hrs
4. Retail Institutions by Store-Based Strategy Mix (Chapter 5)	3 hrs
5. Web, Non store-based, and Other Forms of Nontraditional Retailing (Chapter 6)	3 hrs
6. Trading Area Analysis (Chapter 9)	3 hrs
7. Midterm / Assessment	3 hrs
8. Site Selection (Chapter 10)	3 hrs
9. Retail Organization and Human Resource Management (Chapter 11)	3 hrs
10. Operations Management: Operational Dimensions (Chapter 13)	3 hrs
11. Developing Merchandise Plans (Chapter 14)	3 hrs
12. Pricing in Retailing (Chapter 17)	3 hrs
13. Establishing and Maintaining a Retail Image (Chapter 18)	3 hrs
Presentation and Final Revision	3 hrs
Final Assessment /Examination	3 hrs
Total	45 hrs



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Interactive lectures	✓	✓	✓	✓	✓
T2. Assignments	✓	✓	✓	✓	✓
T3. Case studies	✓	✓	✓	✓	✓
T4. Field visit		✓			✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments	20 %	T1,2,3,4
A2. Midterm / Assessment	30 %	T1,2,3
A3. Final assessment / Examination	50 %	T1,2,3
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	



C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

REQUIRED READINGS

Barry Berman & Joel R. Evans (2018), Retail Management: A Strategic Approach, 13th Edition, Pearson Education International

REFERENCES

M. Levy, B.A. Weitz (2010), Retailing management, McGraw-Hill/Irwi, 8th Ed., 73530026.

Michel Chevalier, Michel Gutsatz (2012), Luxury retail management, John Wiley & sons, 470830263.

The Journal of Business & Retail Management Research (JBRMR)

International Journal of Retail & Distribution Management

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.