Retail Management Syllabus

Dixie State College
School of Business
BUS 321 Retail Management
(3 Semester Credits)
Fall 2012

Faculty

Professor: Don Fisher  
Office: Udvar-Hazy #339  
Telephone: 951-847-8031  
E-mail: fisher@dixie.edu  
Office Hours: Tuesday 4:00pm – 5:00pm

Days/Time

Tuesday: 5:15pm – 7:45pm  
Class Room:

Text


Course Description

Retailing is a combination of activities involved in selling goods and services directly to the final consumer for personal or household use. This course will present an integrated approach to retail management. Many activities of retail establishments will be explored including but not limited to: retail strategy development, understanding the customer, retail information systems, 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.

Objectives

Upon successful completion of this course you should be able to:

- Analyze and apply the principles of effective retail management.
- Recognize and appreciate the differences between well-run and poorly run retail operations.
- Understand retail strategies and tactics employed in running a retail operation.
- Distinguish between ethical and unethical decisions in retail business situations.
- Demonstrate knowledge of the measurement tools common to a retail enterprise.
- Identify careers and opportunities in retailing.
Classroom Format

At times, I will give lectures that follow the text, at other times they will deviate substantially. Many classes will be centered on discussion and/or other exercises that require your active participation.

Class Participation

Participation in class is important and regular attendance is expected. Come to class on time and prepared. Read the text and think about the material. You are encouraged to bring up current events related to the course content for discussion.

Class attendance will be recorded and taken into account in the "class participation" portion of your grade. If you miss a class, it is your responsibility to get notes from someone who attended.

You are expected to be considerate of others in the classroom. Rude and other non-appropriate behavior will not be tolerated.

Late assignments will incur a late penalty.

Ground Rules

The following ground rules will be utilized during classes:

✓ Come to class on time and prepared
✓ Turn off cellular phones
✓ Everyone participates
✓ One person speaks at a time
✓ Respect each other’s opinion
✓ Stay focused
✓ Limit side conversations

Academic and Personal Integrity

The Dixie State’s policy on academic integrity can be found at Dixie.edu.

ADA INFORMATION:

If you are a student with a medical, psychological or a learning difference, or think you might be, and wish to request reasonable academic accommodations due to this disability, you must provide an official request of accommodation to your Professor(s) from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the Center on the main campus to follow through with, and receive assistance in the documentation process to determine the appropriate accommodations related to their disability. You may call (435) 652-7516 or visit the Disability Resource Center (SSC, room 201) for an appointment and further information regarding the Americans with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973."
DMAIL SYLLABUS STATEMENT:
Important class and college information will be sent to your dmail email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a dmail email account. If you don’t know your user name and password, go to www.dixie.edu and select “dmail,” for complete instructions. You will be held responsible for information sent to your dmail email, so please check it often.

Exams
There will be 4 exams (multiple choice and/or essay) covering from 3 - 6 chapters per exam. The exams are noncomprehensive. The exams may cover all material from class as well as in the relevant chapters, whether or not it is covered in class. NO MAKEUP EXAMS WILL BE GIVEN FOR ANY REASON. If you have to be absent during a test date, let me know well in advance so that arrangements can be made for you to take the test before the absence.

Comprehensive Final
Because there are no makeup exams, a missed exam will be covered through the use of a single comprehensive final. All persons missing a regular exam will receive a zero for the missed exam. If you miss an exam or want to improve a score, you must take the comprehensive final to replace the zero or low score for the missed or low score exam. The points on the final will depend on which exam you missed or are replacing. To avoid this difficult comprehensive final, it is recommended that you study and take the regular exams on time.

Extra Credit
Opportunities may be provided to receive “extra credit”. If you do not turn in the extra credit assignment when due, you will lose out on the opportunity to benefit.

Grades
Grades will be assigned on a 1,000 point basis as follows:

<table>
<thead>
<tr>
<th>Area</th>
<th># of Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Exams @ 125 points each</td>
<td>500</td>
</tr>
<tr>
<td>Semester Project (100 points) and Presentation (100 points)</td>
<td>200</td>
</tr>
<tr>
<td>Article Review</td>
<td>75</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>100</td>
</tr>
<tr>
<td>Mini Responses</td>
<td>25</td>
</tr>
<tr>
<td>Class Participation/Attendance</td>
<td>100</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,000</td>
</tr>
<tr>
<td>Scale</td>
<td>Letter grades will be assigned according to the following scale:</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>A</td>
<td>930 to 1,000</td>
</tr>
<tr>
<td>A-</td>
<td>900 to 929</td>
</tr>
<tr>
<td>B+</td>
<td>870 to 899</td>
</tr>
<tr>
<td>B</td>
<td>830 to 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 to 829</td>
</tr>
</tbody>
</table>

1) Semester Project – This will be a group project and a retailer (from St. George) will be assigned to your group to work up a retail strategy development plan for improvements to the operation. The presentation of the plan will take place in class and include representatives from the retailer to see the presentation.

2) Article Review – You will have the opportunity to research peer-reviewed articles and present a review of an article to the class on the subject of retail management. A written paper will also be required to turn in.

3) Case Analysis – The teacher will assignment a retail management case study to students for analysis. A written paper and class presentation will be required. Two students may work together on the case analysis.

4) Mini-Responses – A topic chosen by the teacher will be handed out during breaks in class. The student will have the break time to prepare a response to the question present the response to the class.
Class Schedule
BUS 321 – Retail Management
Fall Semester - 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Assignment due dates, etc.</th>
<th>TESTS</th>
</tr>
</thead>
</table>
