

# Business Administration

Course Number: **BUAD 297**

Course Title: **RETAILING**

Credits: 3

Calendar Description: This course covers strategic retail management and orients students to the dynamic and competitive nature of the industry. Topics include current issues in retail, managing the retail operation, pricing, inventory management and control, store design and location. *(also offered by Distance Education)*

Semester and Year: **FALL 2020**

Prerequisite(s): BUAD 116

**Professors**

Name	Phone	Office	Email
<b>Rishi Bhardwaj</b> <i>Course Captain</i>	<b>Email</b>	<b>Virtual Office</b>	<b>rbhardwaj@okanagan.bc.ca</b>

**Learning Outcomes**

Upon completion of this course students will be able to

Explain retail planning and management concepts on all levels – strategic, administrative, and operational.

Describe consumer buying behaviour as it applies to retail markets.

Analyze retail trading and site locations.

Describe principles of store layout in relation to retail strategy.

Explain common design and merchandising techniques.

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**Evaluation Procedure**

<b>Group Work</b> Capstone Project (20% Final Report, 10%	
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## Course Schedule

Date		Topic	Textbook
Week of:		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday	
Sept.	7-11	Orientation and Introduction to Course Introduction to the world of retailing	Ch. 1
	14-18	Types of Retailers Customer Buying Behaviour	Ch. 2 Ch. 3
	21-25	Case Study 1 <b>Exam 1 (Ch. 1-3)</b> <i>Project Proposal Submission</i>	
Sept. – Oct.	28-2	Retail Market Strategy Case Study 2	Ch. 4
	5-9	Retail Locations Strategy Store Design, layout, and visual merchandising strategy	Ch. 5 Ch. 6
	12-16	<b>Exam 2 (Ch. 4-6)</b> Case Study 3	
	19-23	International Retailing Strategy Financial Strategy <i>Rough Draft of the Final Report Due</i>	Ch. 7 Ch. 8
	26-30	Case Study 4 Information Systems and Supply Chain Management	Ch. 9
Nov.	2-6	<b>Exam 3 (Ch.7-9)</b> Buying Strategies	Ch. 10

## SKILLS ACROSS THE BUSINESS CURRICULUM

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## STUDENT CONDUCT AND ACADEMIC HONESTY

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### What is the Disruption of Instructional Activities?

interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study alties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

empted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act

### What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

cknowledging the work and ideas of  
*Plagiarism Avoided;*

This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7<sup>th</sup> edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection servi(800912 0 6r 0 612 a257