

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. <i>(also offered by Distance Education)</i>
Semester and Year:	FALL 2022
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty Elective Diploma, Marketing Option Elective
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	No
Originally Developed:	1989
EDCO Approval:	February 2000



Professors

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Evaluation Procedure

Group Work	
Capstone Project (20% Final Report, 10% Presentation)	30%
Simulation	15%
Individual Work	
Participation	5%
Mid-Term	20%
Final Exam	30%
Total	100%

* Students must earn half of all available exam marks to achieve a passing grade in the course i.e. a 25% out of 50% of Mid-Term and Final Exam

Notes

Participation marks depend on regular attendance and active involvement.
Cases provide an in-depth examination of key issues in modern retailing.
The Capstone Project will require work over the entire semester; in addition, good quality English and grammar will be essential. The project will examine a local retailer and apply the concepts and principles covered in the course. The end result will be

Course Schedule

Week of:		Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6	
Sep	5	Orientation and Introduction to Course Introduction to the world of retailing	Ch. 1
	12	Types of Retailers	Ch. 2
	19	Customer Buying Behaviour <i>Introduction to Simulation (Team Formation)</i>	Ch. 3
	26	Simulation Practice	STAT (Sep 30)
Oct	3	Retail Market Strategy Simulation Round 1	Ch. 4
	10	Retail Locations Strategy <i>Project Proposal Submission</i> Simulation Round 2	Ch. 5
	17	Store Design, layout, and visual merchandising strategy International Retailing Strategy Simulation Round 3	Ch. 6 Ch. 7
	24	Mid-Term Exam (Chapters 1-7)	

SKILLS ACROSS THE BUSINESS CURRICULUM