

**Nashville State Community College**  
**Business & Applied Arts Division**  
**Master Course Syllabus**

**This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams, and dates, etc. on his/her course syllabus.**

**BUSN 2387 Retail Management**

3 Credits

Online

Course description from catalog including prerequisites and co-requisites.

Acquaints students with the nature and scope of retailing and retail management. Topics include the history and development of retailing, management of retail operations, financial planning, merchandising, location analysis, store design and layout, and the impact of retailing on the economic environment.

**Prerequisites:** Level 2 Placement in Math, English, and Reading.

**Instructor Information:**

Name:

Email:

Office Phone:

Office Location:

Office Hours:

**Textbook and Other Materials:**

Textbook: Pearson's Retail Management, 13<sup>th</sup> Edition; Berman, Evans, Patrali

Case Studies: Pearson Collections: BUSN-2387 Case Studies (Requires eAccess Code)

Supplies: None

**Course Outcomes:**

Upon successful completion of this course, students should be able to:

1. Understand the history and evolution of retailing, the importance of social, cultural, and technological trends for building and maintaining customer relationships, and the decisions to be made in operating and managing a retail enterprise environment.
2. Compare and contrast the operational differences and managerial practices within store-based, non-store based, Internet-based, and hybrid forms of retailing. Describe how today's technologies are used to drive and manage various retailing models.
3. Plan and develop the use of target marketing, demo- and psychographic trends, consumer buying behaviors, information gathering methods, and continuous data analysis to choose the most desirable retail operating configuration, location, and supply chain paths to improve the customer experience and business success.
4. Understand and apply the principles of organizational structures, human resource and operations management (both financial and operational), and supply chain economics for integrating and controlling today's retail enterprise.
5. Develop and implement the most effective store-based, non-store based, Internet-based, or hybrid form of merchandising practices using the marketing functions of product, price,

place, promotion, and cultural trends and atmospherics to create and manage the most attractive image and consumer-convenient retail operation.

6. Create and present a financial and operational plan and organizational structure for implementing a new store-based, non-store based, Internet-based, or hybrid form of retailing for a preferred retail sector.

### **Course Competencies:**

The following are detailed course competencies intended to support the course outcomes:

- Understanding the special characteristic of Retailing and its competitive framework
- How to create and sustain customer and channel member relationships
- Applying legal and ethical principles and practices in Retailing
- How to create a sound strategic and implementation plan for your retailing format and product/service life cycle.
- Understanding the integration of Marketing's 4-Ps to evaluate retailing performance
- How to construct a cost-containment and consumer value-driven retail operation
- How to best utilize various technologies in different retail sectors to advance competitiveness, customer convenience, and satisfaction
- How to early-identify changing consumer wants, needs, attitudes, and buying behaviors
- Understanding, appreciating, and utilizing the value of data and marketing research in retail management
- How to select, employ, train and reward the right individuals and teams for operating in the high-tech business of retailing
- How to prepare and execute an operating budget and financial plan
- Evaluate the effectiveness of merchandising decisions in the retail industry.
- Explain the factors relating to visual merchandising, such as store and/or website product layouts and presentation.
- How to create and maintain a competitive and attractive retaining image and reputation.
- Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management).
- Analyze how logistics and supply chain management achieve a sustainable competitive advantage.
- Compare different customer service strategies that can be used to improve the consumer experience.
- Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.

### **Topics to Be Covered:**

- History and evolution of retailing
- Building and sustaining relationships in retailing
- Planning and implementing strategies and practices in retailing
- Retail institutions and new formats in food and general-merchandise-based categories
- Web, Non-Store-Based, and other forms of Nontraditional Retailing
- Identifying and understanding consumers
- Information gathering and Processing in Retailing
- Retail organizations and Human Resource Management
- Finance and budgeting dimensions of Retail Operations Management
- Retail merchandising plans and practices
- Logistics, inventory, and supply chain management

- Pricing in Retailing
- Establishing and maintaining a Retail Sector Image
- Promotional strategies, practices, and implementing activities
- Integrating and controlling the retail strategy and operation in today's high-tech marketplace.

### **Course Assessments:**

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Students are expected to submit required assignments, complete quizzes, and discussion board forum posts. In addition, there will be one mid-term examination and one comprehensive final examination in the course. This course requires students to complete items in structured modules in a step-by-step order, which builds the knowledge base of the content and provides the student the ability to evaluate topics. The purpose of the step-by-step structure is to achieve the stated learning objectives, provide students with opportunities to become active learners and to provide students with multiple opportunities to measure their knowledge and mastery of the course's learning objectives.

The following performance assessment components will be used for the students to demonstrate his/her understanding, knowledge, and skills:

Homework Assignments, Chapter Quizzes, Course Project, Midterm Exam, Final Exam.

### **Grading Policy:**

The dates published in the Course's term Schedule/Calendar page are the due dates and they are the last opportunity to complete a test or exam. **Assignment Components will not be extended beyond the assigned Due Date. Make-up quizzes, tests, and/or exams are not given as students are expected to submit assignments and take tests at the scheduled due dates and time.** In cases of extreme circumstance beyond the control of the student which makes it impossible to submit an assignment or take a scheduled test, consideration will be given to extending a due date and/or make-up quiz, test, exam. However, official third-party documentation will be required for such consideration. In the case of no submission, the missed assignment, quiz, test, and/or exam will receive a score of zero (0) in the course grade book.

You are encouraged to NOT TO WAIT until the last opportunity to complete and submit assignments, quizzes, tests, exams. You should anticipate difficulties and/or obstacles from time to time that may interfere with completing and submitting your academic obligations; for example; computer malfunction, access issues, had to work late, illness, car trouble, etc. These issues do not relieve the student from completing and submitting their course assignment obligations on time.

Barring extraordinary circumstances, the assessment/grading of your written assignments; Discussions, Homework/Dropbox Assignments, and Course Project; will be done and posted in the Course gradebook within ten (10) working days of the Due Date/Deadline for a scheduled assignment.

### **Grading Scale, Components, Weights:**

The Final Overall Grade for the course is calculated using the Assessment Components and their associated percentage weights listed below. The corresponding Letter Grade is determined based on the following percentage ranges:

A = 90%+

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

#### FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date (will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

#### FN

An FN is awarded to students who never attended class.

### **Assessment Components & Grading Weights:**

Homework Assignments: **20%** of the overall Grade

Unit Quizzes: **20%** of the overall Grade

Case Studies: **10%** of the overall Grade

Discussions: **10% of the overall Grade**

Course Project : **15%** of the overall Grade

Mid-Term Exam (via HonorLock Online Proctor): **12.5%** of Grade

Two-Part Final Exam (via HonorLock Online Proctor): **12.5%** of Grade

### **Attendance Policy**

A student is expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

**Technology Statement**

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through Desire2Learn (D2L) learning management system course shells. Computers are available for student use at each campus during campus open hours.

**D2L/NS Online and MyNSCC Email**

It is the student's responsibility to check each of your D2L/NS Online course shells and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and myNSCC contains information important for other purposes.

**ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail [accesscenter@nsc.edu](mailto:accesscenter@nsc.edu).

**Classroom Misconduct**

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

**Academic Misconduct**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

*(Each instructor will provide policy, especially how attendance influences student assessment and grading)*

**Academic Early Warning System**

Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. \*Please note that Early Warning Alerts do not affect a student's academic standing.

**RAVE Emergency Alert System**

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at

<https://getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

### **Inclement Weather & Campus Closings**

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at [www.nsc.edu](http://www.nsc.edu) for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

### **Class Cancellation Policy**

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.