

Module Title:	Contemporary Issues in Retail Management	Level:	6	Credit Value:	20
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Module code:	BUS640	Is this a new module?	YES	Code of module being replaced:	N/A
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Cost Centre:	GAMG	JACS3 code:	N211
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Trimester(s) in which to be offered:	2	With effect from:	September 17
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School:	Business	Module Leader:	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Retail Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval February 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims

This module explores the contemporary issues and challenges in the retail environment by explaining the nature and scope of the retailing sector and exploring the unique nature of retailing as a service organisation. Students will explore retailing from both theoretical and practical dimensions such as theories of retail change, environmental influences and sustainability issues across the international retail environment. Students will also examine the importance of customer relationships in retailing and the development and delivery of the retail mix in response to the ethical concerns of consumers. The module develops by exploring the communication of retail image and positioning for those retailers operating on an international basis. The theoretical foundation will act as a basis for the examination of the current challenges in responsible retail management.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	To analyse the nature and characteristics of retail development.	KS1	
		KS2	
		KS3	
2	To critically appraise established theories and contemporary global issues relating to the nature of retail change.	KS4	
		KS5	
3	To critically discuss the main external and sustainability influences upon the contemporary retail sector.	KS6	
		KS7	
4			

	To critically understand the importance of managing the retail service setting and the service encounter.	KS8	
5	To critically understand the key issues for retail management in the development of positioning and image strategy.	KS9	
		KS10	
6	To have a critical and reasoned understanding of future developments in the retail sector.		
		KS8	
		KS9	

Transferable/key skills and other attributes

The generic skills developed include interpersonal skills development from seminar presentations and discussions from a practical perspective based on live case study analysis. By the end of this module students will have gained competence in the following key areas: Cognitive and intellectual skills Knowledge and understanding in the context of the subject area. Effective oral, written and visual communication. Effective use of information technology for communication and presentations. Information retrieval and problem solving skills. Effective time management, self-management and self-awareness. Independent and team working. Learning through reflection.

Derogations

N/A

Assessment:

Assessment for this module will consist of two assessments.
Assessment 1 will be an individual 2000 word research report.
Assessment 2 will be a group report and presentation (2000) word equivalent.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Report	40		2000
2	4,5,6	Report / presentation	60		2000

Learning and Teaching Strategies:

This module will be delivered using a combination of lead lectures, group tutorials, student led discussion, practical exercises, directed and self-directed study.
Students will be introduced to theories, concepts, principles and issues through lectures.
Seminars will consist of discussion, case studies, exercises and student presentation to allow the analysis and application of materials. Field visits and structured exercises will be undertaken to generate discussion, facilitate group work and promote further learning.
Directed reading will underpin all lectures and seminars.

Syllabus outline:

- 1). Definition and historical development of retailing
- 2). The nature and characteristics of the retail sector in the 21st Century
- 3). The structure of retailing and retail organisational formats.
- 4). Role of change theory as a means of understanding retail trends and development.
- 5). The influence of environmental factors on consumer spending patterns.
- 6). The scope of the retail sector as a service industry
- 7). Definitions and categorisation of retail service outputs.
- 8). The extended retail mix.
- 9). The service encounter.
- 10). Concepts of quality.
- 11). Developing positioning and image strategy.
- 12). The future of contemporary retailing eg onmi channel retailing

Bibliography:

Essential reading

Berman B, & Evans JR, (2010) Retail Management A Strategic Approach, 11 th Ed, Pearson

Other indicative reading

Online sources:

Cox & Brittain (2004) Retailing: An Introduction, 5 th ed FT Prentice Hall, UK

Fernie J, Fernie S, Moore C, (2015) Principles of Retailing, Butterworth-Heinemann, London.

Newman AJ, & Cullen P, (2003) Retailing: Environment and Operations, Thompson Learning UK

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