

# BERGEN COMMUNITY COLLEGE

## BUSINESS ADMINISTRATION AND HOTEL/RESTAURANT DEPARTMENT

### BUS 102 Retailing

#### Syllabus

<b>Course Description</b>	BUS 102 Retailing provides the fundamental principles of retailing and their application in small, medium-sized, and large stores. Topics include store location, layout, and organization; consumer behavior and customer relationships; employee training and motivation; sales forecasting, and inventory management; information flow; merchandising; and strategies to gain a competitive edge in the local and global marketplace.
<b>Prerequisites:</b>	None
<b>Credits/Hours</b>	3credits; 3 hours
<b>Textbook (required)</b>	<p>Retailing Management, 9th Ed. Levy, Weitz &amp; Grewa, 2014. McGraw-Hill, Co.</p> <p>(Students may choose one of the following: Hardcopy: ISBN 10: 007802899X ISBN 13: 9780078028991</p> <p>Loose Leaf: ISBN 10: 0077512413 ISBN 13: 9780077512415</p> <p>Must Purchase Connect Plus with LearnSmart to obtain Semester Access Card to accompany Understanding Business.</p> <p>eText may be purchased directly from McGraw-Hill: Connect Plus Marketing with LearnSmart with 1 Semester Online Access</p>
<b>Student Learning Outcomes</b>	<p>After successfully completing all course activities, the student will be able to :</p> <ol style="list-style-type: none"><li>1. identify and describe the different types of retail establishments and the place of retailing in an overall marketing strategy;</li><li>2. analyze various retail strategies and identify issues involved in starting or expanding a retail business;</li><li>3. identify and describe the issues involved in hiring, training, motivating and managing today's diverse work force;</li><li>4. identify and analyze the components of a retail marketing strategy and apply them to various types of retail businesses;</li></ol>

5. apply the major components of merchandise management including product mix, buying, pricing, and inventory control to practical situations;
6. apply store management practices including on-premises management, store layout, and visual merchandising to practical situations;
7. find and evaluate relevant retail business information;
8. prepare well-researched and well-written and effective oral reports.

**THE EXACT SCHEDULE FOR THE SEMESTER IS AVAILABLE THROUGH THE ONLINE CALENDAR. BE SURE TO PRINT OUT THE CALENDAR. YOU ARE RESPONSIBLE FOR ALL DEADLINES!!!!**

**Course Requirements**

The student is expected to:

1. read the assigned materials prior to the scheduled date;
2. respond to assigned questions;
3. complete quizzes by specified dates;
4. complete assigned projects by the specified dates;
5. participate in the class discussion forum (bulletin board);
6. stay current with news relevant to the course material;
7. use related resources as directed by the instructor;
8. stay in regular contact with the instructor via email, the discussion forum, or, if necessary, by phone.

**Unit Exams**

All exams are 50 multiple-choice questions that are drawn from the textbook; exams will be taken in class or online. Check cause calendar for dates.

**Assignments**

As assigned by instructor. Typical assignments are case studies about a particular company or businessperson, or require you to visit a website and find information. All assignments must be word processed and uploaded by the due date specified in the calendar. **No assignment accepted after the due date.**

Much of the class will be oriented toward classroom discussion or forum (bulletin board) of the course topics. You are expected to participate in the

discussions regularly. This means that you should have read the scheduled chapter(s) and any outside articles assigned by instructor.

You are expected to stay current with business news that relates in some way to course content through newspapers, the Internet, TV, or radio.

**Makeup Policy**

A Comprehensive Final Exam will be given on the last day of class for all students that missed a Unit Exam.

**Projects**

As assigned by instructor.

**Academic Dishonesty Policy**

A much more difficult issue of academic dishonesty arises in the submission of written work. It has been my experience that many students do not understand what is acceptable and what constitutes academic dishonesty. The following list is not meant to be a complete itemization of all the ways in which you can be dishonest but to point out the major problems.

(1) You cannot purchase, borrow, or commission another person's written work and submit it as your own. Some examples. Your friend went to another school and had to write a marketing report; you cannot borrow it and submit it as yours. You do a search on the Internet and you find a marketing plan report that is similar to your idea. You cannot copy it, even if you pay for it, and submit it as your own.

(2) You cannot copy any part, as little as a piece of a sentence, of another person's work and incorporate it into your own without giving the citation. This includes information from books, newspapers, magazines, unpublished work written by someone other than you, and from the web. Quotes signal that you have taken it verbatim (exactly word for word) from your source. You then give an in text citation or footnote and list the full citation in your bibliography. Or, you can paraphrase it, that is, take the main idea and put it completely in your own words. The absence of quotes means you have not used any of the author's words. You still give the citation in the text or footnote and the full citation in your bibliography.

It is very tempting to think that you are free to use information from the web and incorporate it into your own work without using quotes or giving the proper citation. Don't fall into that trap. BCC uses plagiarism software and I personally check all written work against the software and other resources

What happens if you submit work that is not your own? You get a zero for that project and, as required by BCC policy, you are reported to the Vice President for Student Affairs.

**Attendance Policy for this Course**

BCC Attendance Policy: All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

There are currently no departmental course policies. Faculty must clearly state their specific policies regarding attendance, lateness, acceptance of late work, make-up exams and quizzes; etc. on the course syllabus/outline distributed to students. Students must be familiar with and are required to abide by all Bergen Community College policies and procedures as outlined in the current College Catalog.

**Students with Disabilities**

Students who are registered with The Office of Specialized Services and have received Accommodation Forms are strongly encouraged to submit these forms within the first two-weeks of classes to ensure timely delivery of these accommodations.

Students who have registered with the College's Office of Specialized Services holding completed and signed academic accommodations are to take examinations, in Moodle or in its paper form if the class meets on campus. Note: Faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant. The paper tests are administered by the BCC Testing Center ensuring the accommodations are met. Students should be aware that faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant.

**Student Support Services:**

Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the semester. You can also make appointments for tutoring online through the BCC Web Page.

**Syllabus Subject to Change**

While every effort has been made to make the syllabus and attachments as complete as possible, the professors reserve the right to make changes in any assignments, assessments, due dates, content, and/or test dates, or any other element of the course. While information is provided in this course syllabus the purpose is informational only; it is not a contract. Events beyond the control of the professor could occur resulting in changes or modifications to any aspect of the course or materials. If any such changes are made, students will be informed as soon as possible. Print a copy of this syllabus and keep it in a notebook with your course materials for reference.

**Extra Credit**

Don't even think about asking! There is none. The course is designed so that there are a variety of ways in which you may demonstrate what you are learning. It is also designed so that work is evenly distributed over the semester.

**No Guests**

No guests, no children, no pets. Only registered students may attend the class sessions.

<b>COURSE TOPICS</b>		
<b>Lesson</b>	<b>Chapter</b>	<b>Topic</b>
<b>SECTION I - THE WORLD OF RETAILING</b>		
1	1	Introduction to the World of Retailing
2	2	Types of Retailers
3	3	Multichannel Retailing
4	4	Customer Buying Behavior
<b>SECTION II - RETAILING STRATEGY</b>		
5	5	Retail Market Strategy
6	6	Financial Strategy
7	7	Retail Locations
8	8	Retail Site Location
9	9	Human Resource Management
10	10	Information Systems and Supply Chain Management
11	11	Customer Relationship Management
<b>SECTION III - MERCHANDISE MANAGEMENT</b>		
12	12	Managing the Merchandise Planning Process
13	13	Buying Merchandise
14	14	Retail Pricing
15	15	Retail Communication Mix
<b>SECTION IV - STORE MANAGEMENT</b>		
16	16	Managing the Store
17	17	Store Layout, Design, and Visual Merchandising
18	18	Customer Service

<b>EVALUATION AND GRADING</b>	Unit Exams	65 points
	Projects	20 points
	Assignments Assigned by Prof.	15 points
	<b>TOTAL</b>	100 points

	A	100-90
	B+	89-86
	B	85-80
	C+	79-76
	C	75-70
	D	69-60
	F	below 60

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