



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Store Management							
Course Code		ULT339		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	153 <i>(Hours)</i>	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce the retailing sector in general lines, to investigate developments and new trends at retailing.							
Course Content		The classification of retail industry, environmental factors affecting retail, electronic retailing, and differences from traditional retailers, retailer and consumer behavior in business...							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Michael LEVY and Barton WEITZ, Retail Marketing, McGraw-Hill International Edition.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the retailing and basic concepts of retailing
2	Theoretical	Retailing in world and the history of retailing
3	Theoretical	Environmental Factors that Effect Retailing
4	Theoretical	Customer Buying Behavior
5	Theoretical	Retail Market Strategy
6	Theoretical	Retail Site Locations, Store Layout
7	Theoretical	Pricing at retailer
8	Theoretical	Retail Locations and Managing the Store
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Retail Locations and Managing the Store
12	Theoretical	Information System and Supply Chain Management, Retailing at New Economy
13	Theoretical	Information System and Supply Chain Management, Retailing at New Economy
14	Theoretical	Internet Retailing, CRM in Retailing
15	Theoretical	Current implications at retailing
16	Final Exam	Finals

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26
Final Examination	1	35	1	36
Total Workload (Hours)				153
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to appreciate of general application bases of retailing.
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2	To be able to learn the retailing concepts like market, department store, supply chain and how to use those concepts.
3	To be able to learn the general principles of retailers and their marketing activities.
4	To be able to internalize of the marketing mix concepts and the usage of those concepts for retailers.
5	To be able to describe global retailers and their activities.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L3	L5
P1		3	1
P2	4		
P3			3
P4	3	3	
P6	3		3
P7		3	
P10		2	5
P12	4		
P13		4	
P15	5	4	

