



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Retail Management							
Course Code		LYM524		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course provides a solid historical background for understanding important current issues in retail management. The aims of the course are to provide and develop understanding of contemporary issues in retail management through case studies, class workshops and discussions.							
Course Content		The course of retailing management examines how marketing and operational strategies can be utilized by retailers/service providers to establish a link to their markets. Selected topics related to the retail marketing mix will illustrate how retailers can adapt to a competitive and continually changing environment by formulating strategies which result in profitable performance. Apart from these, the cases and topics associated to international retailing wll also be examined.							
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	60

Recommended or Required Reading

1	Retail Management: A Strategic Approach (11th Edition) by Barry Berman and Joel R Evans (Hardcover Aug. 6, 2009)
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course
2	Theoretical	Introduction to retailing, main concepts
3	Theoretical	Retail institutions by ownership and store-based strategy mix
4	Theoretical	Retail logistics and retail supply chain management
5	Theoretical	Value chain management in retailing
6	Theoretical	Logistics services for retailing
7	Theoretical	Strategic Planning in retailing and developing merchandise plans
8	Theoretical	Presentations 1
9	Theoretical	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Retailing in developed and emerging countries
12	Theoretical	Social commerce, local commerce and mobile commerce in retailing
13	Theoretical	Omni-channel strategy and future of retailing
14	Theoretical	Presentations 2
15	Theoretical	Review of semester
16	Final Exam	Finals

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26



Final Examination	1	35	1	36
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	explain the current issues about retail management
2	use the related concepts/terminology
3	explain the importance of retail industry on economic growth
4	evaluate the contemporary issues in retail management from different perspectives
5	combine their theoretical knowledge with practical knowledge.

Programme Outcomes (Logistics Management Interdisciplinary Master)

1	Being able to contribute to the institution the participant works for and the logistics sector by the use of the knowledge and abilities gained during the education period; and manage change in the institution and the sector;
2	Reaching a competency about contemporary business and technology applications in the area of logistics and supply chain management and analysis and strategy development methods;
3	Being able to create opportunities by combining supply chain management with information technologies and innovative processes by the use of the interdisciplinary courses the participants take;
4	Having the ability to develop creative solutions by working on global logistics and supply chain subjects and realizing these by the use of their project management knowledge;
5	Having the knowledge, abilities and capabilities required for effective logistics and supply chain management by the use of a problem and case analysis based learning;
6	Being able to examine logistics and supply chain processes with the management science viewpoint, analyze related concepts and ideas by scientific methods;
7	If continuing to work in the academia, having the necessary information on logistics applications; if continuing to work in the sector, having the necessary knowledge on conceptual subjects;
8	Being able to specify appropriate research questions about his/her research area, conduct an effective research with the use of necessary methods and apply the research outcomes in the sector or the academia;
9	Being able to follow the changes and developments in the sector the participant works in, in order to keep his/her personal and professional competence updated and develop himself/herself when necessary;
10	Have the necessary capabilities to pursue doctoral studies in national and foreign institutions

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

	L1	L2	L3	L4	L5
P1	4	4	4	4	5
P2	3	3	3	3	
P3	3	3	2	2	5
P4	5	3	5	3	4
P5	3		3	3	5
P6	2	2	4	3	3
P7	3	2	3	3	2
P8	3	3	4	3	3
P9	3	3	4	3	3
P10	3	3	3	3	3

