BF3100 Course Syllabus

Department of Business - Professor

RM31 - Retail Management - Required for Business of Fashion
(3 credits-3 hours) (Revised Fall 2021)

A. BULLETIN DESCRIPTION:
Introduction management techniques considered essential to the planning, organization, control and operation of retail establishments. The fundamentals underlying modern merchandising practices, recent developments in trading area analysis, shopping centers, consumer relations, warehousing, transportation, stock control, and data processing.

B. OUTCOMES:
1. To differentiate between the various types of retail enterprises and to know the laws and governmental activities that affect it.
2. To recognize the interrelationships of the retail store divisions.
3. To demonstrate knowledge of the duties and responsibilities of retail management divisions and their functions: buying and selling, store management and operations, sales promotion, finance, control and computer operations.
4. To know the many career opportunities in retailing.
5. To solve retail strategy problems and to enhance retail strategy opportunities by studying real world retail strategy developments in current media outlets.

C. RESOURCES:

D. METHODS OF INSTRUCTION:
● Online content via Bb
● Online assignments
● Student projects

E. METHODS OF EVALUATION:
1. Tests and Final - 50%
2. Term Project - 30%
3. Attendance and Participation - 10%
4. Online assignments & discussion boards 10%

F. NOTES:
Collaborative hour will be held Mondays at 11AM, it is not mandatory but it will definitely help you in the course, if you miss the hour a recording of the session will be sent out. Excessive absence will result in penalty grade which may include course failure. No make-up for Mid-Term exam. Plan ahead: “DUE” dates are not “DO” dates!!

Academic Dishonesty: You are expected to do your own work. If you cheat or copy someone else’s work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC’s plagiarism policy is at www.kingsborough.edu.)
Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.

ACCESS-ABILITY SERVICES (AAS)
AAS (D205, 718-368-5175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.

G. TERM PROJECT:
See Attached

H. TRANSFERABILITY:

(3 Credits)
Fashion Institute of Technology, Laboratory Institute of Merchandising, Baruch, Brooklyn, College of Staten Island, Pace, St. John’s University.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>1</td>
<td>September 13-19</td>
<td>Introduction to the course: Introduction to Retailing</td>
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<tr>
<td>2</td>
<td>September 20-26</td>
<td>Retail Institutions Based Strategy Mix by Ownership</td>
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<td>3</td>
<td>September 27-Oct.5</td>
<td>Retail Institutions by Store-Based Strategy Mix</td>
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<td>4</td>
<td>October 4-10</td>
<td>Review &amp; Test # 1(1,3 &amp; 4) Test #1 Online Thursday October 7 at 6 AM till Sunday October 10th at 11:59 PM</td>
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<td>5</td>
<td>October 11h no classes October 11-17 no Collaborative class this week</td>
<td>Columbus Day Non store based, and other forms of non-traditional Retailing</td>
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<td>6</td>
<td>October 18-24</td>
<td>Identifying and Understanding Consumers</td>
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<td>7</td>
<td>October 25-31</td>
<td>Developing Merchandise Plans</td>
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<td>8</td>
<td>November 1 - 7</td>
<td>Pricing in Retailing</td>
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<td>9</td>
<td>November 8-14</td>
<td>Review Test # 2 (Chapters 5,6,7,9) Thursday Nov 11th @ 6 AM till Sunday Nov 14 @ 11:59 PM</td>
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1. Welcome to RM31 Retail Management: Online Learning: Successful online learners are generally good with time management and organization. Online courses require students to take a more active role in the learning process. To many students delight, this often results in an even more enriching and empowering learning experience. To achieve these results, you must access the online classroom frequently to check for new announcements and make sure you are up to date on all assignments and discussions. If you do not check in often, you will miss important information and guidance. I will check in to our site to post new information, review discussion boards, post grades and/or update announcements at least once daily. You should try to schedule a routine time to access the site on a regular basis as well (at least 3 times per week). Syllabus and Schedule will be your guided “map” of how to navigate through the course. You should print it out and read it through at least twice to get the best start to the course.

Online learning at KBCC takes place via the Blackboard (Bb) Learning Management System. All communications to students via email or Blackboard will go ONLY to your KBCC email account. You must absolutely make sure you have access to both your Blackboard account and your Kingsborough email account and passwords (all students are automatically given Blackboard and email accounts) as soon as possible. Please contact the Student Helpdesk (718-368-5154)

3. Contact Information: My e-mail is... The best way to reach me for student-specific questions is by email. Please feel free to email me with questions or concerns you might have. You should always include your name and section number in the subject line of the email. My office phone number is...

4. Office Hours: My collaborative office is held online on Mondays @11, unless there are no classes on Monday, which is only once this semester October 11th which is Columbus Day. I am looking forward to an interactive class and a rewarding semester!

5. Blackboard Information: This course is “asynchronous”, meaning that you will not have to log on at specific set times during a given day. You may generally work according to your own schedule. However, there will be set deadlines for submissions of assignments as well as for participation in online discussion forums
and quiz and test dates. Information about assignment and discussion board exercises are only listed in brief on the schedule below. Before submitting an assignment or posting in a discussion forum, you should always consult the Assignment and Discussions area in Bb for full instructions provided there. At our first f2f meeting we will review the basics of Bb, but for now the following are brief explanations of the significant sections of our Bb course site to help you get oriented.

- **Announcements:** This is the primary way for me to contact you as a class to update and remind you about upcoming exams, assignment due dates, schedule changes, and overall general progress of the course. You should check here frequently to stay as up to date as possible.
- **Syllabus and Schedule:** This is the most important course document and will serve as your map of the course.
- **Course Materials:** Chapter outlines, power points, review sheets, assigned textbook readings, links to additional resources and readings, and links to relevant newspaper or web articles for the course will be posted here. They are organized in “folders” by textbook chapter.
- **Assignments:** Assignments you need to complete are found here, along with detailed instructions and grading criteria. Your answers to these assignments need to be submitted through Blackboard. Emails of assignments will not be accepted unless specifically stated. Late submissions are generally not accepted, but if an exception is made your grade will be reduced accordingly. **Weekly Assignments for this course will be due on Sundays by 11:59 pm** (see “Schedule” below).
- **Discussions:** Here is where our online class discussions will take place. You will have multiple opportunities throughout the semester to contribute to our class conversation by posting “threads” in response to discussion forum questions I will initiate in the “Discussions” section, as well as in response to other classmate’s threads. In an online course, participation in online discussions is a requirement and is the equivalent of “attendance” in a f2f class. Participation means more than simply browsing through class materials on the Bb site or looking through discussion posts made by fellow classmates. You are required to actively post topical and thoughtful responses to the material we are learning in the course. There will be three **Weekly Discussion forum posts for this course will be due on Thursdays by 11:59 pm** (see “Schedule” below). The weeks there are not discussion board posts there will be a test due at the same time.

**Exams**

There will be two semester exams and a final:
- Test #1 Chapters 1, 3 & 4
- Test #2 - Chapters 5, 6, 7 & 9
- Final - Chapter 10 and prior information

**Term Project**

After choosing a partner one of the following retailers, please find an ad or printed promotional material produced by the store; and put together a 10 minute oral group presentation on the store your group chooses, it can be from the list provided or another store approved of by the instructor. The presentation should include be sure to prepare a PowerPoint presentation with actual photos from the store or the website:

1. The Original Ad or Promo.
2. What is the image this ad projects.
3. Who is their customer – Please give age range, income range, lifestyle, and fashion position.
4. What makes this store successful, different from other retailers? Is it their merchandise selection, pricing, well trained staff, reward program?
5. What makes you as a customer want to shop in this store?
6. Tell us what makes this retailer different from other retailers.
7. Why did your group choose this retailer?

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<th>Zara</th>
<th>Tiffany</th>
<th>Saks Fifth Avenue</th>
<th>Gap</th>
<th>Home Depot</th>
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<tr>
<td>Bloomingdale's</td>
<td>Kohl’s</td>
<td>Macys</td>
<td>Lilly Pulitzer</td>
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<td>Home Sense</td>
<td>Nordstrom</td>
<td>H&amp;M</td>
<td>Chico’s</td>
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<td>J C Penney</td>
<td>Wal-Mart</td>
<td>Forever 21</td>
<td>Eileen Fisher</td>
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<td>Target</td>
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<td>LL Bean</td>
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<td>Bed, Bath and Beyond</td>
<td>Brooks Brothers</td>
<td>Ulta Cosmetics</td>
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<td>Sephora</td>
<td>Lowes</td>
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