



Business Administration

Course Number:	BUAD 297
Course Title:	RETAILING
Credits:	3
Calendar Description:	This course covers strategic retail management and orients students to the dynamic and competitive nature of the industry. Topics include current issues in retail, managing the retail operation, pricing, inventory management and control, store design and location. <i>(also offered by Distance Education)</i>
Semester and Year:	Fall 2017
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective Diploma, Marketing Option – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	1989
EDCO Approval:	February 2000

Chair's Approval:

Professors

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Learning Outcomes

Upon completion of this course students will be able to

- Explain retail planning and management concepts on all levels – strategic, administrative, and operational.
- Describe consumer buying behaviour as it applies to retail markets.
- Analyze retail trading and site locations.
- Describe principles of store layout in relation to retail strategy.
- Explain common design and merchandising techniques.
- Apply retail buying and pricing strategies using retail mathematics.
- Describe the dynamic nature of retailing and identify trends.

Course Objectives

This course will cover the following content:

Evaluation Procedure

Group Work	
Capstone Project (20% Final Report, 10% Presentation)	30%
Case Presentation	5%
Individual Work	
Participation	5%
Quizzes	10%
Mid-term Exam *	25%
Final Exam *	25%
Total	100%

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment