



UNIVERSITI TEKNOLOGI MARA

RET530: CONCEPTS AND PRACTICE OF RETAILING

Course Name (English)	CONCEPTS AND PRACTICE OF RETAILING APPROVED
Course Code	RET530
MQF Credit	4
Course Description	This course provides an understanding of the concepts of retailing and its application as an operative business function. Emphasis is placed on practical applications for both small and large operations along with a concise presentation of fundamental of retail management concepts.
Transferable Skills	Creative and innovative, effective communicator, responsive and confident
Teaching Methodologies	Lectures, Blended Learning, Field Trip
CLO	CLO1 Able to define and compare the important concepts and principles of retailing CLO2 Able to demonstrate the entrepreneurship model in the design of course project CLO3 Able to apply the retail concepts and practices in teamwork
Pre-Requisite Courses	No course recommendations
Topics	
1. Perspectives of Retailing 1.1) n/a	
2. Retail Customers 2.1) n/a	
3. Evaluating the Competition in Retailing 3.1) n/a	
4. Channel Behavior 4.1) n/a	
5. Ethical Behavior 5.1) n/a	
6. Market Selection and Retail Location 6.1) n/a	
7. Merchandise Buying and Handling 7.1) n/a	
8. Merchandise Pricing 8.1) n/a	
9. Retail Promotion 9.1) n/a	
10. Customer Services and Retail Selling 10.1) n/a	
11. Store Layout and Design 11.1) n/a	
12. Store Visit 12.1) n/a	

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment	10%	CLO2
	Group Project	n/a	20%	CLO3
	Test	test 1	10%	CLO1
	Test	test 2	10%	CLO1

Reading List	Recommended Text
	• Retailing, Dunne P.M, Lusch R.F, Griffith D.A, Thomson South-Western, 2005, <i>Retailing</i>, 5 Ed.

Article/Paper List	
	This Course does not have any article/paper resources

Other References	
	This Course does not have any other resources