



UNIVERSITI TEKNOLOGI MARA

RET655: CURRENT ISSUES IN RETAILING

Course Name (English)	CURRENT ISSUES IN RETAILING APPROVED
Course Code	RET655
MQF Credit	4
Course Description	no description provided
Transferable Skills	Decision making
CLO	CLO1 To identify and present the significant developments in the area of retailing both national and international levels. CLO2 To present and discuss retail issues within the context of Malaysian Business and Social Sciences CLO3 To analyze the interrelationships among the various retailing functions
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction and explanation of subject, grouping of student, and ice- 1.1) n/a	
2. Issues related to retail format. 2.1) n/a	
3. Issues related to customer service. 3.1) n/a	
4. Mini seminar 4.1) n/a	
5. Issues related to merchandising. 5.1) n/a	
6. Field Trip 6.1) n/a	
7. Issues related to retail promotion 7.1) n/a	
8. Issues related to retail image 8.1) n/a	
9. Mini seminar 9.1) n/a	
10. Issues related to retail technology 10.1) n/a	
11. Mini seminar 11.1) n/a	
12. Issues related to retail trend 12.1) n/a	
13. Group Final presentation 13.1) n/a	
14. Group final presentation /Closure 14.1) n/a	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Opinion paper (individual)	40%	CLO1 , CLO2 , CLO3
	Discussion	Participation	10%	CLO1 , CLO2 , CLO3
	Group Project	Field Trip	10%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • <i>Journal of retailing, Journal of Consumer Beh</i> • <i>Journal of Retail and Distribution</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	