

H7ROP: Retail Operations

Module Code:	H7ROP
Long Title	Retail Operations APPROVED
Title	Retail Operations
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	DAVE CORMACK
Module Author:	DAVE CORMACK
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate an understanding of how the different elements of retail marketing mix contribute towards an exchange between consumers and the retailer whilst ensuring the retailer's productivity, efficiency and profitability
LO2	Distinguish the principles and practice of selling and an understanding of the importance of maximizing the return on a customer interaction.
LO3	Appraise the key issues associated with product range and the effective control and management of stock
LO4	Critique the principles of retail design / merchandising and describe the importance of a merchandise budget and how to prepare a six month merchandise plan
LO5	Plan develop and monitor KPI's for a retail environment
LO6	Review how retailers can use technology within their operational environments;
LO7	Evaluate the scale of retail crime, the implications for retailers and the measures deployed to ensure retail security
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Buying and Sourcing in Theory and Practice • Role of buyer and buying decisions. • Buying operations (including how it is structured and the scope of its influence and control). • Category management. • Total cost of ownership			
New Challenges and Opportunities in Buying and Merchandising • Buying and merchandising risk management. • Service procurement. • Third-party logistics providers. • E-Procurement, e-Sourcing, e-auction, electronic data interchange, and crowdsourcing. • Sustainable buying and merchandising.			
Retail Marketing o Consumer buying behaviour o Retail marketing strategy o Location strategy o Product category structure and management o Retail pricing o Retail communication mix			
Retail Metrics • Establishing metrics relevant to an individual store • Using various metrics: Transactions per Sq. Meter, Sales per till, Sales per individual, Sales per hour etc.			
The Merchandise Budget o Planning the purchase of stock o Projecting sales for a future period o What markups and reductions are required o Gross margin			
Supply Chain Management • Supply chains, shareholder value and competitive advantage. • Matching supply with demand: agile supply chains. • The variety challenge: product range strategies, mass customisation and postponement. • Integrating the global supply chain: internal and external coordination. • Purchasing and supply. • Supply chain sustainability.			
Store Design and Layout o Comprehensive Store Planning o Exterior Design o Interior Store Design and Layout o Interior Design Elements			
Digital Marketing in Retail • Digital commerce in perspective. • The user journey online. • Acquisition, conversion and retention in a digital environment. • Beyond digital marketing – true online/offline integration. • The building blocks of digital commerce. • Websites and usability. • Social media. • Mobile marketing. • Email marketing. • Online advertising. • Digital commerce planning and strategy.			
Technology in Retail • Impacts of technology on - Point of sale - Stock Control - Merchandising - Security - Customer Relationship Management			
Corporate Social Responsibility • Stakeholder relations • Reputation management • Relations between society, government, and business • Ethical investment			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,3,4,5,6,7
Non-Marked:	No		
Assessment Description: Learners will be required to perform a broad analysis of their own organization or one they are familiar with and present this analysis in the form of a report which will also provide a plan for dealing with issues identified.			
No End of Module Assessment			
No Workplace Assessment			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Patrick M. Dunne, Robert F. Lusch, James R. Carver.. Retailing, ; South-Western Cengage Learning, [ISBN: 9781133953807].</p> <p>Michael Levy, Ph.D., Barton A. Weitz, Ph.D., Dhruv Grewal, Ph.D.. Retailing management, ; McGraw-Hill Education, [ISBN: 9780078028991].</p> <p>Judith Corstjens and Marcel Corstjens. Store wars, Chichester [England] ; John Wiley, c1995., [ISBN: 0471950815].</p>	
<i>Supplementary Book Resources</i>	
<p>Roger Cox, Paul Brittain. (1996), Retail management, Macdonald & Evans, London, [ISBN: 0712110615].</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	