

Multisite Retail Management

Module Code:	n/a
Long Title	Multisite Retail Management DRAFT
Title	Multisite Retail Management
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	
Module Author:	DAVE CORMACK
Departments:	
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	Explain the critical importance of location to the success of retailing businesses and analyse the factors which affect location decisions.
LO2	Develop an income and expenditure budget for a multi site retail environment
LO3	Articulate insights and complex information through effective report writing.
LO4	Formulate forecasts to assist capacity planning, scheduling across the supply-chain, managing demand, and meeting varying and fluctuating customer demands.
LO5	Demonstrate a critical understanding of the complexities of managing a multisite environment
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	
Planning Forecasting and capacity planning. Scheduling across the supply-chain, determining levels of inventory, demand management, and managing variations and fluctuations in customer needs.	
Communication • Structure of reports and presentations • Gathering secondary and primary information • Basic principles of clear writing • Dealing with technical information • Use of graphics. • Diction, projection and clarity • Body language	
Performance • Module content, aims & outcomes. • Concepts of management and performance • Why organisations seek to manage performance • Performance management and strategic planning	
Budgeting • Budgeting concepts • Construction and interpretation of basic cash budgets	
Competition • The competitive retail environment • Analysing competition • SWOT analysis • Competitive plan	
Property • The importance of location in retailing L • Links with shopper behaviour • Recent trends in the development of retail locations both in-town and out-of-town and the factors affecting such trends • The impact of local and national government policies, and institutions. • Retail location strategies; highlighting key differences between different types of retailer and different sectors. • The development and management of planned shopping centres, and the implications of current issues for retail location strategy. • Approaches to retail location analysis, and key mathematical techniques (including analogs, gravity modelling and multiple regression). • Data sources and analytical systems used in location research, including contemporary commercial information systems.	
People Management and cross functional collaboration • The challenge of people management in a multi site environment • Virtual team building • Developing standardized approaches • Creating an environment of communication and cooperation	
Analysis • Sales • Trends • Performance	
Assessment Breakdown	%
Coursework	100.00%
Assessments	
Full Time	
Coursework	
Assessment Type:	Business Plan 1
Assessment Date:	n/a
Non-Marked:	No
Assessment Description:	Learners will be asked to develop a detailed business plan for a multi site retail organization to include financial information, competitor analysis, and a strategy for expansion
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	36	Every Week	36.00
Total Weekly Contact Hours				36.00

Module Resources	
<i>Recommended Book Resources</i>	
Patrick M Dunne, Robert F Lusch, James R Carver. Retailing, 8th. Cengage, [ISBN: 9781285091136].	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
[Website], ESRI. Location analytics for retail, http://www.esri.com/library/brochures/pdfs/location-analytics-retail.pdf	
Discussion Note:	