

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

The City University of New York
 Department of Business Management
 Syllabus- Spring 2021

Title of Course: Retail Organization, Operation & Buying	Course Number: MAR 320_1900
Instructor: Antonette Barton	Online Lecture: Wednesday 7:00-8:15pm
Virtual Office hours: Monday 3pm-4pm	Credits: 3
Telephone: 212 220-8205	Email: Abarton@bmcc.cuny.edu

1. Course Description

This course studies the management and operations of retail stores. Current practices in store layout, organization, personnel management, service to customers, expense budgeting and control, receiving, and marketing are analyzed. Methods and techniques employed by buyers in selecting new lines, assortment planning, placing orders, pricing and handling, and other phases of the buying job are investigated.

2. Prerequisite: MAR 100**3. Required Texts and/or Supplementary Materials**

Retail Management: A Strategic Approach by Barry Berman, Joel Evans, & Patrali Chatterjee. (13th ed.) 2018, Pearson.

4. General Education Outcomes

GENERAL EDUCATION OUTCOMES	MEASUREMENTS
Communication Skills- Students will be able to read, write, listen and speak critically and effectively.	Written Assignments/ Business Presentation
Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Financial Plan
Quantitative Reasoning- Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	Financial component of the Business project plan
Values – Students will be able to take a stand on different issues, offer opinions, and justify them based on the different value systems of society, and the economic, and socio-political situations they are presented with.	Assignment/ Discussions

5. Course Student Learning Outcomes

Upon successful completion of this course, students will be able to:	MEASUREMENTS
Critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.	Case analysis

Describe basic concepts of store layout and merchandise presentation	Assignment/ Discussion
Prepare a Merchandising Plan incorporating concepts of pricing, promotion, and stock control	Product research /analysis
Analyze positioning of competing retail business images based on research	Business Project

Grading:

Assignments.....	10%	Blogs.....	10%
Discussions.....	15%	Midterm	20%
Business Project	30%	Presentation	10%
Participation	5%		

BMCC Grading Scale:

A = 93% - 100%	A- = 90% - 92%	
B+ = 87% - 89%	B = 83% - 86%	B- = 80% - 82%
C+ = 77% - 79%	C = 73% - 76%	C- = 70% - 72%
D+ = 67% - 69%	D = 63% - 66%	D- = 60% - 62%
F = 0% - 59%		

Note: This course uses digital technology like Zoom for in-class Discussions and collaboration on projects in break-out rooms in effort to foster a better interactive experience for students. To that end, students are required to turn on their cameras during these live class sessions. As a further notation, because students are required to have cameras turned on, class sessions will NOT be recorded.

BMCC Policies and Resources

Class Participation

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student’s responsibility to be familiar with and follow the participation policies for each course.

During virtual class sessions please ensure that other electronic devices are turned off, including cellular phones.

Please allow at least twenty-four (24) hours for responses to comments and questions via emails. Further, do not wait until the end of the semester to express concerns and or challenges that could impede on your academic success.

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

Counseling Center www.bmcc.cuny.edu/counseling, room S343, 212-220-8140. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity www.bmcc.cuny.edu/aac, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life.

Students need to register with the Office of Accessibility in order to officially disclose their disability status to the College and to determine eligibility for appropriate reasonable accommodations (including any prior IEPs or 504s). Please contact the OA at the start of the semester (or as soon as possible) to coordinate any accommodation request/s. Office of Accessibility. www.bmcc.cuny.edu/accessibility, Room N360 (accessible entrance: 77 Harrison Street), 212-220-8180, accessibility@bmcc.cuny.edu.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

Dependability. Students with no activity on Blackboard and or absent for more than three classes sessions, I will assume that you have dropped the course and submit a WN when asked to verify attendance. If for any reason you fall ill and is unable to attend class, please reach out to me within 24- 48 hours.

Topics

Introduction to Retailing
Building/ Sustaining Relationships in Marketing
Retail Institutions by Ownership
Retail Institutions by Store-Based Strategy
Web, Non-store based, & Non-traditional Retailing
Identifying & understanding Consumers
Info Gathering/Process in Retailing
Trading Area Analysis & Site Selection
Retail Organization/ HR Management

Operations Management & Financial Merchandise Planning
Developing & Implementing Merchandise Plans
Pricing in Retailing/ Promotional Strategy