

11/29/2022 DATE

REQUIRED COURSE
 ELECTIVE COURSE

Business DIVISION
 NEW COURSE
 REVISION

Lake Land College

Course Information Form

COURSE NUMBER:		BUS-090		TITLE: (30 Characters Max)		Principles of Retailing													
SEM CR HRS:		3		Lecture:		3		Lab:		0		ECH:		3					
Course Level:		<input type="checkbox"/> Gen Ed / IAI <input type="checkbox"/> Baccalaureate /Non-IAI		<input checked="" type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		Clinical Practicum:		0		Work-based Learning		0		WBL ECH:		0			
COURSE PCS #		12 - 12. 1803		IAI Code						Contact Hours (Minutes Per Week)									
Repeatable (Y/N):				Pass/Fail (Y/N):				Variable Credit (Y/N):		N		Min:				Max:			
Prerequisites:																			
Catalog Description: (40 Word Limit)		Designed for those owning or planning to become owners of a retail business, those involved or planning to become involved in the management function of a retail business, and/or those desiring a general knowledge of retailing as an institution.																	

List the Major Course Segments (Units)					Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Retail Overview				6			
2	Environment Analysis				9			
3	Resource Assessment				6			
4	Market Analysis				3			
5	Retail Merchandising				12			
6	Control Systems				3			
7	Retail Management				3			
8	Retail Specialization				3			
TOTAL					45	0	0	0

EVALUATION			
QUIZZES	<input checked="" type="checkbox"/>	EXAMS	<input checked="" type="checkbox"/>
LAB WORK	<input type="checkbox"/>	PROJECTS	<input checked="" type="checkbox"/>
		ORAL PRES	<input type="checkbox"/>
		COMP FINAL	<input type="checkbox"/>
		PAPERS	<input checked="" type="checkbox"/>
		OTHER	<input type="checkbox"/>

COURSE MATERIALS	
TITLE:	None – Instructor provided resources included in LMS.
AUTHOR:	
PUBLISHER:	
VOLUME/EDITION/URL:	
COPYRIGHT DATE:	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
Retail Overview	6	Demonstrate an understanding of the complex nature of the retail industry and the competitive behavior of retail institutions.
Environmental Analysis	9	Explain the dynamic character of the environment in which retailers operate, the buying behavior of consumers, and the legal and ethical aspect of retail decisions.
Resource Assessment	6	Learn the concepts involved in retail organizations and human resource management as well as what is involved in proper store facilities management.
Market Analysis	3	Describe the importance of proper retail location management.
Retail Merchandising	12	Demonstrate a knowledge of merchandise management, merchandise logistics systems, selling and adjusting retail prices, and proper customer assistance and communication techniques.

Control Systems	3	Gain a knowledge of the concept of retail information and control systems.
Retail Management	3	Describe the concepts and practices of strategic retail management, as well as adaptive retailing strategies.
Retail Specialization	3	Describe the strategies involved in service and international retailing.
Insert New Line Above this Line		
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	• Describe and assess the components of an effective retailing website.
	• Develop a competent business plan for a proposed retail organization.
	• Describe the importance of the location decision to the retailer.
	• Identify the environmental factors that impact retailing.

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.