

Business Administration

Course Number:	BUAD 297
Course Title:	RETAILING
Credits:	3
Calendar Description:	This course covers strategic retail management and orients students to the dynamic and competitive nature of the industry. Topics include current issues in retail, managing the retail operation, pricing, inventory management and control, store design and location. <i>(also offered by Distance Education)</i>
Semester and Year:	Fall 2015
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective Diploma, Marketing Option – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	1989
EDCO Approval:	February 2000

Chair's Approval:

Professors

Name	Phone	Office	Email
Stacey Fenwick	762-5445 #5443	Kelowna: B209	sfenwick@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- explain retail planning and management concepts on all levels – strategic, administrative, and operational.
- describe consumer buying behaviour as it applies to retail markets.
- analyze retail trading and site locations.
- describe principles of store layout in relation to retail strategy
- explain common design and merchandising techniques.
- apply retail buying and pricing strategies using retail mathematics.
- describe the dynamic nature of retailing and identify trends.

Course Objectives

This course will cover the following content:

- Completing a term paper citing appropriate scholarly references
- Presenting on a specific retail business using terminology and theories learned in the course
- Analyzing the operations of an identified retailer
- Participating in the review of business cases and prepare presentations describing common retail principles and theories

Evaluation Procedure

Participation	10%
Applied Key Concepts	15%

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students mu(y)16.1()0.3 -0 0 .6(P)2.9(w)-2.9Stne’C Sh ca Pdwi-24.4((s)-8(m)-.9