

Retailing (EM1F5M71)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International sales and distribution : 15 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Supply Chain Management
Year	2019
Semester	B
Open for visitors	yes (4 ECTS)
Available places	45

Coordinator

Jeanne BESSOUAT

Coordinator

Delphine THEURELLE-STEIN

Lecturers

Instructor	Population	Email
Delphine THEURELLE-STEIN		delphine.theurelle-stein@em-strasbourg.eu
Jeanne BESSOUAT		JBESSOUAT@UNISTRA.FR

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

Retailing: This course is meant as an introduction to the world of retailing. It discusses issues involved in implementing retail strategies and running retail businesses. The course combines lectures and presentations to offer the future managers the understanding of the theory as well as useful tools for his practice.

Educational organisation

In class

Lectures

Presentations

In groups

Exercises

Oral presentations

Interaction

Discussions / debates

Assignments

Readings

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** issues involved in implementing retail strategies and running retail businesses.
- **Demonstrate** the theory as well as useful tools for retailing management.
- **Apply** appropriate tools to analyze the distribution process
- **Allocate** resources in order to meet sales targets
- **Evaluate** retail performance

Outline

Retailing (8h, workload expected 24h)

1. What is retailing ?
2. Retailing strategy
3. Merchandising management

4. Store management
5. People management
6. The future of retailing

Distribution (14 hours, workload expected 42 hours)

7 sessions of 2 hours

1. Physical distribution and retailing research
2. Evolution of retailing distribution
3. Examples of distribution circuit
4. E-tail logistics
5. The greening of retail logistics
6. Relations among distribution channels
7. Information systems and technology

Prerequisites

Key concepts to understand :

key concepts in marketing, sales, and logistics

Teaching material

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT

Recommended reading

Major works :

Retailing:

- Nienmeier, S., Zocchi, A. & Catena, M. (2015), Reshaping Retail, Wiley.
- Lewis, R. & Dart, M. (2010), The New Rules of Retail, competing in the world's toughest market place, St Martin's Press.
- Tanner, J., Honeycutt, E. & Erffmeyer, R. (2009), Sales management, Pearson.

Logistics retailing

- Fernie J. & Sparks L. (2009), Logistics and retail management - Emerging issues and new challenges in the retail supply chain, Kogan Page.

Further reading :

International Journal of Physical Distribution & Logistics Management, Emerald

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / in group / English / weighting : 40%

additional information : Retailing module final assessment: oral presentation in small groups

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.3, LO3.1

Final assessment :

written / in group / English / weighting : 60%

additional information : Logistics retailing module final assessment: final report in small groups

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO2.3, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.