

Retailing (EM1F5M71)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	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	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	45

Coordinator

Delphine THEURELLE-STEIN

Lecturers

Instructor	Population	Email
Delphine THEURELLE-STEIN		delphine.theurelle-stein@em-strasbourg.eu
Jeanne BESSOUAT		jeanne.bessouat2@em-strasbourg.eu

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

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 (10h, 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)

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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.