



## Syllabus

### BUS 146 Retail Business Management

#### General Information

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**Date** March 20th, 2024

**Department** Business

**Course Prefix** BUS

**Course Number** 146

**Course Title** Retail Business Management

#### Course Information

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**Catalog Description** This course is an introduction to contemporary retailing as a service industry and profitable operation. A study is made of each of the five major organizational functions: merchandising, personnel, finance, operations, and promotion, with emphasis placed on career opportunities in each division.

**Credit Hours** 3

**Lecture Contact Hours** 3

**Lab Contact Hours** 0

**Other Contact Hours** 0

**Grading Scheme** Letter

#### Prerequisites

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None

#### Co-requisites

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None

#### First Year Experience/Capstone Designation

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**This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.**

#### SUNY General Education

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**This course is designated as satisfying a requirement in the following SUNY Gen Ed categories**

None

## **FLCC Values**

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**Institutional Learning Outcomes Addressed by the Course**

None

## **Course Learning Outcomes**

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### **Course Learning Outcomes**

1. Explain the concepts of retail management and how they are applied in different retail settings.
2. Compare and contrast different location opportunities and outline the factors that affect customer demand in a region or trade area.
3. Explain how retailers collect consumer data to develop customer loyalty.
4. Describe human resource management skills retailers use to build sustainable competitive advantages.

## **Outline of Topics Covered**

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The world of retailing Types of retailers Types of ownership Demographic changes that affect retailing Changing consumer values Customer buying behavior Market segmentation Competitive advantage Retail organizational structures Location factors The buying process Pricing strategies Legal issues in retailing The retail promotion mix Managing a retail store Store layout and design, and Visual Merchandising Customer service Retail selling