



COURSE SYLLABUS

Retailing, 9 credits

Detaljhandel, 9 högskolepoäng

Course Code: TDHN18	Education Cycle: First-cycle level
Confirmed by: Dean Feb 1, 2017	Disciplinary domain: Technology (95%) and social sciences (5%)
Revised by: Director of Education Dec 5, 2018	Subject group: IE1
Valid From: Jan 1, 2019	Specialised in: G2F
Version: 2	Main field of study: Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- show familiarity with retailing and its role in an industrial and supply chain setting, as well as the future professional prospects
- demonstrate comprehension of the terminology, methods and models, and current research within retailing
- display knowledge of the design, planning and management of materials and information flows, with focus on retail supply chain management

Skills and abilities

- demonstrate the ability to independently identify and gather information, formulate and critically analyze retailing-related problems
- demonstrate the ability to make critical interpretation of retailing-related information, as well as planning for and carrying out an analysis in a report

Judgement and approach

- demonstrate the ability to suggest and compare different alternatives for designing, planning and managing flows in retail supply chains while considering the consequences and risks associated with the alternatives
- demonstrate the ability to judge the sustainability aspects of retailing
- demonstrate the ability to apply an interdisciplinary approach and a systems perspective

Contents

The aim of this course is to provide knowledge of retailing from a supply chain management perspective. The course focuses on the overlap of logistics and marketing in supply chains, specifically on methods for planning and management of retailing.

The course includes the following elements:

- Principles of Retailing and e-Commerce
- Multi-Channel Distribution
- Customer Management
- Merchandise Management
- Location Analysis and Planning
- Logistics Fulfillment
- Sustainability

Type of instruction

Teaching comprises of lectures, case seminars and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses worth 60 credits in first cycle including Introduction to Logistics and Materials Management, 9 credits (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based on written examination and project work. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Written Examination	4 credits	5/4/3/U
Project Work	3 credits	5/4/3/U
Seminar	1 credit	U/G
Quizzes	1 credit	U/G

Course literature

The literature list for the course will be provided one month before the course starts.

Levy, M., Weitz, B., and Grewal, D. (latest edition), Retailing Management, (currently 10th edition – International Edition), McGraw-Hill Education, NY USA, ISBN: 978-1-260-08467-4 (for the 2019 version).

For those interested in the online version of the book, a special link to the McGraw-Hill Connect portal will be provided in class.

Additional academic articles and further required and recommended readings will be communicated upon the start of the course.