

**NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School  
Department of Marketing**

**MKT2411 RETAIL ENTREPRENEURSHIP – Semester I, 2014/2015**

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**COURSE DESCRIPTION**

This course seeks to introduce participants with the basic concepts, tools and principles for marketing and managing a retail operation. Retail decisions such as target market, retail concept, merchandising and logistics, pricing, store location, store layout, retail image and promotion, human resource management, and operational perspectives will be examined.

Students are encouraged to examine retailing from an entrepreneurship perspective and are encouraged to explore the challenges involved in starting a new retail operation with a group project.

**COURSE OBJECTIVES**

The goal of the course is to equip students with the basic knowledge and the necessary skill set for retail management. Students will acquire the following abilities:

1. To analyze the market to develop a retail strategy;
2. To understand factors that affect a store site decision;
3. To manage human resource management and operation aspects of a retail business;
4. To manage financial projections and forecasting for inventory management;
5. To develop and execute merchandising plan;
6. To develop other marketing mix elements including pricing and communication.

**TEXTS**

Required Text: Barry Berman and Joel R. Evans, Retail Management / A Strategic Approach 12<sup>th</sup> Edition, Prentice Hall.

**ASSESSMENT METHODS**

A. Class Participation	20%
B. Individual Assessment	25%
C. Group Assessment	35%
D. Final Exam	20%
<b>TOTAL</b>	<b>100%</b>

### A. Class Participation (20%)

Grading of class participation is *not based on the amount of engagement but on quality*; based on relativity of questions and comments to the subject discussed, effective answers to questions, and active involvement in in-class group discussions. *Professional courtesy and respect* to class (including guest speakers and fellow students) are also strictly assessed.

**\* No laptop, cell phone or tablet usage is allowed in class.**

**\* Tardiness and use of these devices will severely drop participation marks.**

### B. Individual Assessment (25%)

(1) One case analysis written report (15%)

(2) In-class written assessment (10%)

### C. Group Assessment (35%)

New retail business plan

(1) Promotion video of your business (10%)

(2) Business plan Presentation with a financial projection (25%)

### D. Exam (20%)

There will be an in-class final exam.

## **SUMMARY OF CLASS SCHEDULE**

<b>Week</b>	<b>Reading</b>	<b>Topic</b>	<b>Assignment</b>
1	Chapter 1	Overview of Retail Management	
2	Chapters 2 & 3	(1) Relationship in Retailing (2) Strategic Planning	
3	Chapters 4 & 5	Retail institutions & Strategy	<b>Individual Live Case 1</b>
4	Chapters 6 & 7	(1) Non-store/non-traditional retailing (2) Identifying & understanding consumers	<b>Individual Live Case 2</b>
5	Chapters 9 & 10	(1) Trading area analysis (2) Site selection	<b>Individual Live Case 3</b>
6	Chapters 14 & 15	Merchandising Plans	<b>Individual Live Case 4</b>
Recess Week			
7	Chapters 12, 16, & 18	(1) Financial projection & forecast (2) Retail image	<b>Individual Live Case 5</b>
8	Chapters 17 & 19	(1) Pricing in retailing (2) Retail promotion strategy	<b>Individual Live Case 6</b>
9	Chapters 11 & 13	(1) Organization & HR management (2) Operations management <b>Individual in-class written assessment</b>	<b>Group Video Due*</b>
10		Deepavali - Class Cancellation	
11		<b>Group Presentations I</b>	<b>Group Project Due**</b>
12		<b>Group Presentations II</b>	
13	All areas covered in class	<b>Final Test &amp; Peer Evaluation</b>	

\* Electronic submission on IVLE - 18:00 on October 13, 2014

\*\* Electronic submission on IVLE - 18:00 on October 27, 2014