

NATIONAL UNIVERSITY OF SINGAPORE
School of Business
Department of Marketing

MKT2411 Retail Entrepreneurship
(under Internal Blended Learning Online Courses or iBLOC and offered through IVLE platform)

Session: Semester I, 2017/18

Instructors: Assoc Prof Lau Geok Theng
Office: Mochtar Riady Building, BIZ1-08-10
Tel: 6516-3179 (office); 985-303-85 (mobile; please sms only)
E-mail: geoktheng@nus.edu.sg

Course Objectives

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 sourcing, pricing and mark-up, store location, store design and layout, retail promotion, staffing and customer service, and security will be examined. Retail decisions related to online retail operation will be examined.

Students are encouraged to examine retailing from an entrepreneurship perspective and they are encouraged to explore the challenges involved in starting a new retail operation. The group project in this module will largely require this perspective.

This is a blended learning module and students are expected to watch the videos and read the assigned text chapters and articles and prepare for class discussions. There will be a number of guest speakers and at least one site visit.

Required Text

Michael Levy, Barton A. Weitz and Dhruv Grewal, Retailing Management, Ninth Edition, McGraw Hill International Edition, 2014. ISBN: 978-1-259-06066-3.

Course Topics

Introduction and Definition of Retailing
Structure of Retailing, Parties in Retailing and Retail Mix
Retail Entrepreneurship and Retail Business Plan
Types of Retailers and Retail Operation
Online Retail Operation and Multi-channel Retailing
Retail Consumer Behaviour
Retail Marketing and Financial Strategy
Retail Location
Retail Information Technology and Supply Chain Management
Retail Merchandise Planning and Management
Store Management
Retail Pricing
Retail Human Resource Management and Customer Services
Retail Customer Relationship Management
Retail Communications

Assessment

Class Participation – 25%

Individual Test – 20%

Video Quizzes – 15%

Individual Assignment – 20%

Group Project on Business Plan to Start a New Retail Business in Singapore – 20%