



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: RETAIL MANGEMENT STRATEGIES

Level of Study: Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2018-2
ACADEMIC AREA	Marketing
SUBJECT TYPE	Elective
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	3
PRE-REQUISITES	None
LANGUAGE	English
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Readings taken from international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used
COURSE DETAILS	
COURSE DESCRIPTION	Developing knowledge of contemporary retail management problems at a strategic level. Describing and analyzing the way retail works, specifically the activities and key relationships by providing academic support to the above through the application of the theory and research on retailfield.
COMPETENCES DEVELOPED	<p>C1: Understanding the effective methods and strategies required for retail management Emphasis: Skill (ILO 01,ILO 05; BIMLA ILO07, BIMLA ILO08)</p> <p>C2: Understanding how to implement the resources and techniques used in retail management Emphasis: Skill (ILO 01, ILO 02, BIMLA ILO06, BIMLA ILO08)</p> <p>C3: Understanding the analysis of store location, marketing, products and prices. Emphasis: Skill (ILO 02, ILO 03; ILO 04; ILO 05; BIMLA ILO07, BIMLA</p>

<p>COMPETENCES DEVELOPED</p>	<p>ILO08)</p> <p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p> <p>BIMLA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
<p>COURSE CONTENTS</p>	<ul style="list-style-type: none"> • Topic 1 - An Introduction to Retailing • Topic 2 - Building and Sustaining Relationships in Retailing • Topic 3 - Strategic Planning in Retailing • Topic 4 -Retail Institutions by Ownerships • Topic 5 -Retail Institutions by Store-Based Strategy Mix • Topic 6 -Web, Non-Store Based, and other Forms of Traditional Retailing • Topic 7-Identifying and Understanding Consumers • Topic 8-Information Gathering and Processing in Retailing • Topic 9-Developing Merchandise Plans • Topic 10 -Financial Merchandise Management • Topic 11-Pricing in Retailing,
<p>METHODOLOGY</p>	<ul style="list-style-type: none"> • Lecture • Theoretical classes • Participative classes :Small Groups Discussion and Course Discussions • Workshops • Practical Exercises • Project based Learning
<p>ASSESSMENT</p>	<p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p>

ASSESSMENT

- Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills.
- Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method.
- Written Examinations must have as core aim the implementation and generalization of the course contents in specific situations.
- Capstone (or integrative project). Based on the course topics, the teacher can develop an integrative project that allows the student to articulate, implement and generalize the given content to specific situations or organizations. It allows the students to have practical experiences that simulate the usefulness and implementation of the course.