



**London
South Bank
University**

EST 1892

Module Guide

Retail Boutiques & Shopper Behaviour

BBS_6_RBB

School of Business, Division of
Business and Enterprise

2018/19

Level 6

Table of Contents

1.	Module Details	3
2.	Short Description.....	4
3.	Aims of the Module	4
4.	Learning Outcomes.....	4
4.1	Knowledge and Understanding	4
4.2	Intellectual Skills.....	4
4.3	Practical Skills	5
4.4	Transferable Skills.....	5
5.	Assessment of the Module.....	5
6.	Feedback	5
7.	Introduction to Studying the Module	6
7.1	Overview of the Main Content.....	6
7.2	Overview of Types of Classes	6
7.3	Importance of Student Self-Managed Learning Time	6
7.4	Employability	6
8.	The Programme of Teaching, Learning and Assessment	7
9.	Student Evaluation	9
10.	Learning Resources	9
	Reading List	9

1. MODULE DETAILS

Module Title: Retail Boutiques & Shopping Behaviour
Module Level: 6
Module Reference Number: BBS_6_RBB
Credit Value: 20
Student Study Hours: 200
Contact Hours: 60
Private Study Hours: 140
Pre-requisite Learning (If applicable): None
Co-requisite Modules (If applicable): None
Course(s):

4680	BA (Hons) Business Management
4681	BA (Hons) Business Management with Accounting
4682	BA (Hons) Business Management with Analytics
4683	BA (Hons) Business Management with E-Business
4684	BA (Hons) Business Management with Economics
4685	BA (Hons) Business Management with Enterprise & Entrepreneurship
4686	BA (Hons) Business Management with Finance
4687	BA (Hons) Business Management with HR
4688	BA (Hons) Business Management with Law
4689	BA (Hons) Business Management with Marketing
4692	BA (Hons) Business Management with Project Management
4693	BA (Hons) Business Management with Retail
1262	BA (Hons) Marketing
4369	BSc (Hons) Economics
4667	BSc (Hons) Economics with Accounting
4668	BSc (Hons) Economics with Business Analytics
4670	BSc (Hons) Economics with Business Management
4669	BSc (Hons) Economics with E-Business
4756	BSc (Hons) Economics with Econometrics
4671	BSc (Hons) Economics with Enterprise & Entrepreneurship
4673	BSc (Hons) Economics with HR
4674	BSc (Hons) Economics with Law
4675	BSc (Hons) Economics with Marketing
4678	BSc (Hons) Economics with Project Management
4679	BSc (Hons) Economics with Retail Management
4672	BSc(Hons) Economics with Finance
3112	HnD Business Studies

Year and Semester Year 3, Semester 1
Module Coordinator: Dr Charles Graham
MC Contact Details (Tel, Email, Room) talwarr@lsbu.ac.uk, LR321a

Teaching Team & Contact Details Steven Perry
perrys8@lsbu.ac.uk

Subject Area:	Business and Enterprise
Summary of Assessment Method:	100% Coursework assessed consisting of two assessments
External Examiner appointed for module:	

2. SHORT DESCRIPTION

The module gives students the opportunity to develop the theoretical and practical skills, needed to establish a boutique set-up (high-end retail) establishment. Students will gain direct experience by examining the skills of setting-up, operating a retail business venture and understanding the target consumers' retail behaviour, purchasing dynamics and developing shopper intimacy.

Students will develop the skill-sets required to understand the new target customer dynamic towards new start-ups and blossoming brands. Students will consider 'what shoppers will do' and 'are going to do'. A form of engaging consumer behaviour in the context of studying the systematic habits and the forces of human behaviour choice, feelings, and emotions towards retail shopping.

3. AIMS OF THE MODULE

The module will help students' comprehend the strategic skills and opportunities needed as a retail entrepreneur, to begin the process of establishing a boutique and/or retail business while making sure students also understand their target shoppers purchasing dynamics. Developing the skill-sets to understand target shopper attitudes towards new start-ups and blossoming brands. Students will gain the skill-set:

- problem-solving,
- consumer/shopper cognition/attitude/behaviour,
- critical thinking,
- management and leadership of ideas.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

- A1: Develop a range of knowledge skills covering principles, themes and specialist management skill-sets in retail and/or boutique start-up and managing target consumers towards the new product range;
- A2: Develop, critically, knowledge of the applicability of entrepreneurial logics in start-ups specific in the retail market contexts (including. effectual, strategic and causal logic to start the business and develop strategies);
- A3: Understand how a retail business owner can create and grow a successful, sustainable business by understanding consumer psychology;
- A4: Develop an understanding of the role of retail for developing social, cultural psychological and behavioural aspects for increased consumers interaction;

4.2 Intellectual Skills

- B1: Design and evaluate growth strategies in retail entrepreneurship;

B2: Demonstrate intelligence in the key elements of business planning processes.

4.3 Practical Skills

C1: Evaluate how retail start-ups manager can influence consumers with new entrepreneurial ideas;

4.4 Transferable Skills

D1: Critically reflect on business start-up techniques and strategic growth and demonstrate an understanding of the implications of their recommendations with other disciplines;

D2: Construct and effectively communicate the business idea and business model for growth opportunities and translate the idea into a written business plan.

5. ASSESSMENT OF THE MODULE

The modules utilise both *formative* and *summative* forms of assessments.

Formative assessment

The *formative* elements will help develop the module contents through skills enhancement in retail boutique start-ups and psychodynamics to improve the attainment of knowledge leading to the summative elements (below). The formative elements in the module include:

- Provide feedback through discussion to modify subsequent learning activities and experiences;
- Weekly discussion panels developing shopper profiles to develop the learning outcomes through shopper habits to reduce the negative impact of extrinsic motivation; and
- Improve the metacognitive awareness of retail boutique start-ups and shopper behaviour through observations.

Summative Assessment

This module will be 100% coursework assessed as follows:

Assignment 1 (50%)

Essay:

Critically discuss the growing importance and use of shopper tracking and its implications for retail boutique management. Provide relevant industry based examples. 2,500 words

The assignment will be due in on **Friday, December 7th 2018**.

Assignment 2 (50%)

Retail Start-ups Business Case/Plan, c. 2,500 words

The assignment will be due in on **Friday, January 11th, 2019**.

6. FEEDBACK

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

The module develops skills surrounding team working, networking, entrepreneurial behaviours and characteristic, value creation, problem-solving methods and leadership. Students shall be linked with the Enterprise and Innovations Centre and other professional services to enhance the delivery of this module.

Practical application drives the module and will be used to enhance student learning and understanding around new concepts and practical business management.

7.2 Overview of Types of Classes

The module will be delivered via combination practical and theoretical sessions through hybrid lectures/workshop, which shall show how to put skills into practice through the management of retail store start-ups and strategic development of change consumer habits and attitudes towards new products/services. Whilst also participate in new ventures activities as considered by the module events calendar.

Guest speakers will be invited throughout the semester to provide real life content.

7.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4 Employability

The module will develop students' with the skills to be a retail entrepreneur with a thorough understanding of the retail market start-up and consumers behaviour. As when it comes to business, retailers have one overall goal: to sell merchandise. Focusing on sales floor space, adequate facilities for customers, and an overall image that draws in customers. Students interested to develop their own or run a store start-ups for an organisation would benefit from this module as it is expected students could find employment in jobs that requires such skills.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week	Lecture	Topic	Seminar
Week 1	Introduction to module	Introduction to Retail Marketing and Retail Environment & Different Retail Formats	Overview of Retail Marketing & Generating Retail Business Ideas
	Marketing Role of Retailer & Essence of Successful Retailing		Case Study: St. Pauls
Week 2	Retail Boutique Start-Up	Location and Perceived Image Internal Environment In-Store Stimuli	Writing a Business Plan Guide Article 'The 5 Rules No One Tells You About Retail Start-Up'
	Key Factors in setting up a Retail Boutiques		
Week 3	Entrepreneurial Strategy	Competitive Positioning Managing Customers Strategically	Competitor Analysis Worksheet Case Study: Ominchannel
	Strategic Aspects of Retailing		
Week 4	Building a Brand	Branding of Boutiques Brand Image Building Brand Image	Kapferer's identity prism The Nike Retail Brand Assignment 1 Brief: Shopper Tracking and behaviour profiling matrix PLEASE BRING A LAPTOP IF YOU CAN
	Retail Image & Positioning		
Week 5	Store Design/Layout	Design Element Social Element Ambient Element	Category Management Workshop: What works - what is unlikely to work?
	Visual Display Product Presentation		
Week 6	Retail Promotion	Promotional Mix Advertising Public Relations POS Retail Sale	Promotional Mix & Retail Margins. How to attract numbers to your store. Promotional mix workshop How do familiar high street stores deliver a new offering?
	Targeting Attracting Acquiring New Customers		

Week 7	Retail Location	Classifications of Locations Location Decision Process	Workshop: Case Study - Location strategies
	Store Location & Preference		
Week 8	Retail Pricing	Retailers Considerations Competitor Issues Pricing Strategies	Case: Price communicates! Workshop: Working a pricing policy in practice Assignment 2 Briefing.
	Shopper Value Evaluation		
Week 9	Shopper Behaviour	SOR Model Shopper Types Purchase Behaviour	Live case exercise: Develop independent retailer interview about shopper behaviour
	Behaviour Profiling		
Week 10	Business Plan Data gathering: location scoping & retailer interviews.		
Week 11	Customer Service & Care	Performing Service Communicating with Consumers Learning from losing Consumers	Case: Is it the end for bricks and mortar? Workshop: Online opportunities in the plan Assignment 1: DEADLINE
	What are Services Handle Complaints		
Week 12	Wrap up Lectures on assignment requirements	Assignment 2	Workshop: Polishing the Retail Business Plan.
Week 13	Assignment 2	Assignment 2	Assignment 2: DEADLINE

9. STUDENT EVALUATION

This is a new module so no previous student evaluation is available.

10. LEARNING RESOURCES

Reading List

Core Reading

- DeHerder, R. & Blatt, D. (2011). *Shopper Intimacy: A Practical Guide to Leveraging Marketing Intelligence to Drive Retail Success*. FT Press.
- Neely, A., Bourne, M., Mills, J., Platts, K. & Richards, H. *Strategy & Performance: Getting the measure of your business*. Cambridge University Press.
- Neumeier, M. (2015). *Brand Flip, The: Why customers now run companies and how to profit from it*. New Riders.
- Sullivan, M., & Adcock, D. (2002). *Retail Marketing*. Thompson

Background Reading:

- Barrow, C. (2012). *Start-ups: Business Plans for Small Businesses*. Crimson Publishing Ltd.
- Barrow, C., Barrow, P., & Brown, R. (2011). *The Business Plan Workbook*. 7th edition. John Wiley and Sons.
- Bueno, B.J. (2012). *Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most*. McGraw-Hill Education
- Solomon, M.R. (2014). *Consumer Behaviour: Buying, Having, and Being*. 11th edition. Prentice Hall.

Optional Reading:

- Finne, S. & Sivonen, H. (2009). *The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies*. Kogan Page.