



**London  
South Bank  
University**

EST 1892

# Module Guide

Retail Operations  
BBS\_5\_ROP

School of Business

Level 5

Module Leader: Natalie Palmer

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## 1. MODULE DETAILS

<b>Module Title:</b>	Retail Operations
<b>Module Level:</b>	5
<b>Module Reference Number:</b>	BBS_5_ROP
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	60
<b>Private Study Hours:</b>	140
<b>Pre-requisite Learning (If applicable):</b>	None
<b>Co-requisite Modules (If applicable):</b>	None
<b>Course(s):</b>	BA Business Management
<b>Year and Semester</b>	Year 2, Semester 2
<b>Module Coordinator:</b>	Natalie Palmer
<b>MC Contact Details (Tel, Email, Room)</b>	Palmern7@lsbu.ac.uk
<b>Subject Area:</b>	Business Retail
<b>Summary of Assessment Method:</b>	100% Coursework
<b>Internal Examiner</b>	Dr Helen Ismael
<b>External Examiner appointed for module:</b>	Mr David Bolton

## 2. SHORT DESCRIPTION

This module provides students an overview of the key retail daily operations and the activities that retail outlets have with their consumers. Students will gain understanding of relevant management tools that help successfully formulate and manage retail operations. Developing on practical problems involved in running a retail business, from store and stock management, retail finances, through the role of the store manager to the contact between floor staff and potential customers. Considering the strategic and tactical issues in developing the relationship between retailers, existing and potential new customers. Enhancing the abilities to evaluate the practical application of daily retail operations.

## 3. AIMS OF THE MODULE

Overall, the module will help students comprehend the strategic and the tactical retail management operations, in order to effectively and successfully deliver retail activities, between the business and consumers. Students will gain a range of tactical abilities in the context of retail store operations, which includes product planning, sourcing, buying, arranging, displaying for attracting consumers and delivery an experience. The module will bestow students with the understanding and requirements of retail operations management in order to manage and make-decisions at both operational and tactical retail development levels. In order to:

1. Define the decisions within the context of retail store operations, gain the ability to plan and work in the retail industry (both at store operation and head office functions);
2. Consider stock management, maintenance, sales policies, customer service and general management of the shop and point of sale establishment;
3. Develop day-to-day store operations and focuses on issues associated with managing people and processes of retail stores; store design; visual merchandising and stock management; retail store information systems; and managing and developing people in retail organisations.

## 4. LEARNING OUTCOMES

### 4.1 Knowledge and Understanding

- A1: Develop an appreciation of the key issues associated with product range and the effective control and management of stock;
- A2: Examine the factors and consequent operation activities associated with retail pricing and promotions; through the use of retail principles;
- A3: Understand the key issues influencing the effective management of store staff and management.

### 4.2 Intellectual Skills

- A4: Review how retailers can use technology within their operational environments;
- A5: Evaluate the key drivers of effective financial management/sales performance within a retailing outlet;
- A6: Identify and assess the key issues associated with customer service in a retail environment.

### 4.3 Practical Skills:

- A7: Evaluate retail activities like work patterns and how they influence teams and work practices for different retailers within the selling environment in order to improve productivity and profitability.
- A8: Build communication techniques for selecting, planning and executing retail operations; effectively communicating ways to facilitate daily-retail operation practices;

### 4.4 Transferable Skills:

- D1: Reflect on a range of methods, techniques and tools in daily operations practices and management;
- D2: Evaluate the nature of decision making within organisations pertaining to retail operations practices;

## 5. ASSESSMENT OF THE MODULE

### **Formative Assessment:**

The *formative* elements will help develop the module contents through skills enhancement in retail operations to improve the attainment of knowledge leading to the summative elements. The formative elements in the module include:

- Feedback through weekly seminar/workshops tasks to modify subsequent learning activities and experiences;
- Discussions to identify and remediate individual deficiencies for the summative elements;
- Through workshop observation of cases and retail visits, develop the learning outcomes to increase self-efficacy and reduce the negative impact of extrinsic motivation; and

- Improve the metacognitive awareness of retail operations via deconstructing the retail establishment.

### **Summative Assessment:**

This module will be 100% coursework assessed consisting of two assessments:

- **Coursework 1 consists of 5 entries of 400 words each (50%)**

e-Portfolio of setting-up a retail outlet and running; (c. 400 x 5 = 2,000 words).

[Deadline: **Week 10: FRIDAY, 3<sup>RD</sup> April 2020 17:30pm**]

- **Coursework 2 Report (50%)**

Retail, customer service relations report management; c. 2,000 words.

[Deadline: **Week 13: FRIDAY, 15<sup>TH</sup> MAY 2020 17:30pm**]

## **6. FEEDBACK**

Feedback will normally be provided 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 be accessible on the module VLE site.

## **7. INTRODUCTION TO STUDYING THE MODULE**

### **7.1 Overview of the Main Content**

The module will be delivered through a combination of reflective practices of skill sets that will be developed through lectures and workshop seminar sessions, which shall demonstrate how to put skills into practice through daily retail operations management tasks, developing an understanding of the retail platform and the point of sales operations with a view to develop a deep understanding of the consumers voice and delivering operations of satisfying customer needs and wants. Various retail operations activities will be explore to consider best practice and view issues relating to retail management processes.

### **7.2 Overview of Types of Classes**

This module will be delivered using mixed delivery styles. This includes lectures and seminars, the seminars in particular will have a strong practical focus. The principal aim of the module it to develop skills and streamline views of retail operations management. The indicative content of the module will consist of the following topics:

- Retail strategic planning and operations management;
- Functions of retailing;
- Customers;
- Location, on/off-line;
- Opening the store, on/off-line;
- Competition;

- Building a brand, advertising and promotion;
- Managing Retail finances;
- Merchandise pricing;
- Retail Administration;
- Retail Management; art of sales and Negotiation
- Customer Services.

### 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 where necessary work together as a group. Students need to 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 required 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

This module supports to prepare students for careers in many aspects of a business, particularly in retail. The module contributes to students' employability by equipping students with the skills required for a career in retail operations management, providing an understanding of merchandising, logistics and cost control in order to move items from stores or production facilities into the hands of consumers. Setting up the store operations in retail management. Student can be expected to gain employment in retail operations activities at either store level, managers may be directly involved with hiring and training employees.

## 8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Session/ week beginning	LECTURE TOPICS	READING (CORE TEXT)
<b>WK1</b> <b>30<sup>th</sup> January 2020</b>	<ul style="list-style-type: none"> <li>• Introduction into the module [assessment breakdown and deadline dates].</li> <li>• Introduction into retailing and understanding of; what trends shape today's retailers? What are the different types of retailers? How do retailers differ in terms of how they meet the needs of their customers?</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK2</b> <b>6<sup>th</sup> February 2020</b>	<ul style="list-style-type: none"> <li>• Retail strategic planning and operations management and</li> <li>• Functions of retailing (<i>Examples of retailers: concessions, boutiques, franchises, outlets, flagship stores, high street stores</i>)</li> <li>•</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).

<b>WK3</b> <b>13<sup>th</sup> February 2020</b>	<ul style="list-style-type: none"> <li>• Retail Customer Services</li> <li>• Managing and developing people in retail organisations Customers</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK4</b> <b>20<sup>th</sup> February 2020</b>	<ul style="list-style-type: none"> <li>• Customer Services / sales policies and;</li> <li>• Complaints</li> <li>• Competition and</li> <li>• Porters Five Forces</li> <li>•</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK5</b> <b>27<sup>th</sup> February 2020</b>	<ul style="list-style-type: none"> <li>• Marketing Mix 7Ps</li> <li>• Product and services [R&amp;D]</li> <li>• Price [Merchandise pricing]</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK6</b> <b>5<sup>th</sup> March 2019</b>	<ul style="list-style-type: none"> <li>• Managing the Supply Chain</li> <li>• Promotion [Building a brand and adverting]</li> <li>• Place [Opening the store, location, on/off-line]</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK7</b> <b>12<sup>th</sup> March 2020</b>	Marketing Mix 7Ps continued <ul style="list-style-type: none"> <li>• People</li> <li>• Process</li> <li>• Physical evidence</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK8</b> <b>19<sup>th</sup> March 2020</b>	<ul style="list-style-type: none"> <li>• Legal and ethical behaviour in Businesses</li> <li>• The advantages of ethical practise</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK9</b> <b>26<sup>th</sup> March 2020</b>	<ul style="list-style-type: none"> <li>• Managing retail finances</li> <li>• Retail administration</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK10</b> <b>2<sup>nd</sup> April 2020</b>	<ul style="list-style-type: none"> <li>• Merchandise buying and handling</li> <li>• Retail management; art of sales &amp; negotiation</li> </ul>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK10</b> <b><u>FRIDAY, 3<sup>RD</sup> APRIL 2020</u></b>  <b><u>Deadline Date</u></b>	<b>Assessment 1 Deadline:</b> 5 entries each 400 words (50%)  <b><u>FRIDAY, 3<sup>rd</sup> APRIL 2020 17:30pm</u></b>	
<b>EASTER VACATION: Monday 6<sup>th</sup> April – Friday 24<sup>th</sup> April</b>		
<b>WK11</b> <b>30<sup>th</sup> April 2020</b>	<ul style="list-style-type: none"> <li>• Reframing retail strategy</li> </ul> <p>Explaining the assignment criteria for assessment 2 to refresh memory.</p>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b>WK12</b> <b>7<sup>th</sup> May 2020</b>	<b>Workshop lecture – for students to get individual feedback on draft assignment for assessment 2.</b>	Dunne, P., Lusch, R., & Carver, J. (2014).
<b><u>WK13</u></b> <b><u>15<sup>th</sup> May 2020</u></b>	<b>Assessment 2 Deadline:</b> Report: Retail, customer service relations report management 2,000 words (50%).	

## 9. STUDENT EVALUATION ON MODULE

This module is new therefore we do not have student's feedback to provide however, at the end of the semester you will be required to fill in a questionnaire based on the module, we would like all students to take part in this questionnaire, as your feedback is valuable to us.

## 10. LEARNING RESOURCES

### Reading List

#### Core Reading

Dunne, P., Lusch, R., & Carver, J. (2014), *Retailing (8<sup>th</sup> edition)*, South-Western Cengage.

#### Optional Reading

Angie, T. (2012), *Retail Operations (2nd edition)* Pearson.

Poloian, L.R. (2013). *Retailing Principles: Global, Multichannel and Managerial, Viewpoints (2nd edition)*, Bloomsbury Publishing.

## 11. LIBRARY AND LEARNING RESOURCES (LLR)

**Library webpage:** <https://libguides.lsbu.ac.uk/subjects>

Select your subject guide (e.g. supply chain management). On every subject guide, you can search for books and e-books, journal articles and industry reports;

Get help about Harvard referencing and how to avoid plagiarism; contact us for training and 1:1 support.

Electronic resources are available 24/7 and are accessible from home.

Library support for students: You are encouraged to book additional workshops to learn how to find research materials and reference them: MyLSBU > Library > Events and Workshops.

Visit the drop-in Research Help Desk located on Level 3 Bridge in the Perry Library (open Monday-Friday 11:00-16:00 term time).

If you would like further help, please contact the Information Skills Librarian at: [LLRbus@lsbu.ac.uk](mailto:LLRbus@lsbu.ac.uk)

Students IT support and training

Students can contact LRC for IT issues such as LSBU account, printing, and accessing wifi network: [LLRithelpdesk@lsbu.ac.uk](mailto:LLRithelpdesk@lsbu.ac.uk)



IT workshops can be booked via MyLSBU > Library > Events and Workshops.

If you need further help in using a particular software (e.g. Excel or SPSS) or application, please contact IT and Digital Skills Training team: [digitalskills@lsbu.ac.uk](mailto:digitalskills@lsbu.ac.uk)

### **Self-learning materials on Lynda.com**

LSBU has subscribed to video platform called Lynda.com. It has 4000+ video courses in different business and technology subjects including social media, project management and Excel applications.

How to sign up: go to <https://www.lynda.com/> and click "Sign In". Click 'Sign in with your organization portal', and type [lsbu.ac.uk](http://lsbu.ac.uk). Continue. Follow the steps to enter your LSBU logins.

NOTES

### **Regulations against Plagiarism**

Plagiarism means presenting another person's work as your own. Some examples of it are:

The inclusion in a student's assignment of more than a single phrase from another person's work **without** the use of quotation marks **and** due acknowledgement of the source.

The summarising of another's work by simply changing a few words or altering the order of presentation, without proper acknowledgement.

The use of the ideas or intellectual data of another person without acknowledgement of the source or the submission or presentation of work as if it were the student's, when in fact they are substantially the ideas or intellectual data of another person.

Copying the work of another person (be it a co-student or **any** other source).

Students are rightly expected to draw upon other people's ideas but in an appropriate manner. Students will certainly use books and journals to assist with their studies and in students may have access to other people's work on computer disk or over a computer network. When undertaking coursework assignments they may legitimately make reference to publication made by others.

However, other people's work must be used in a principled way, with due acknowledgement of authorship. Students, in acknowledgement of the work of others must use a recognised standard and for business students this is the Harvard system of referencing.

### **For guidance on copyright refer to**

<http://www.lsbu.ac.uk/library/html/Studentcopyright.shtml>

### **For guidance on plagiarism refer to:**

<http://www.lsbu.ac.uk/library/html/documents/HS4Plagiarism2012.pdf>

The consequences of plagiarism are extremely serious. In cases of plagiarism and other forms of cheating, University regulations will be strictly applied. Penalties may include failure in the module, without the right to be reassessed, or even termination of studies. This should be borne in mind at all times and especially when completing their assignments.

### **Submission Details**

To assist in ensuring you have referenced properly Turnitin should be used to submit all case study reports. Go to the assignments link on the Moodle site and choose the assignment you are addressing Upload your assignment. Upload your material for the reference check here.

Make sure your name and student number is at the beginning of the material. You will also need to print off a copy of the final Turnitin reports for submission with your case study report.

Do not make the mistake of submitting the receipt. The version you need to print off is the one with the numbers in the boxes showing matches. Grades will not be awarded without submission to turnitin.

You can find more information on the use of turnitin at the LTEU Moodle site which discusses accurate referencing and avoiding plagiarism. You can get instructions on uploading material to Turnitin through Moodle at <http://www.lsbu.ac.uk/osdt/materials/turnitinguides/origstud.pdf>

Coursework must be conducted within the deadlines.  
Do note that Course material and order of delivery can be subject to change.