**BA 249: Retail Management: Winter 2017 Syllabus**

**Instructor:** Mindy Bean **Office:** MKH-112 **Tel:** 541-917-4291

**Email:** mindy.bean@linnbenton.edu **Class:** Tues Thurs 4-5.20pm **Room:** MKH 107

**Office Hours:** Monday & Wednesday 1-2p in BC 102-C/Tuesday & Thursday 1-3p in MKH 112/ Friday by appointment in MKH 112

**Please: No texting in class. Please be respectful of our learning environment. Thank you**

**AIM:** The program aims to equip students and retail employees with the management skills necessary for career success within the retail industry.

**COURSE DESCRIPTION**

Students who successfully complete the class will:

* Use communication skills with individuals and groups in retail settings.
* Apply math and computer skills requisite with industry expectations.
* Evaluate and select marketing and retailing strategies.
* Apply basic accounting theory and practice to a service or retail setting.
* Explain the impact, roles, skills, responsibilities, and accountability of supervisors/managers in managing, leading, and controlling human resources within an organization.

**TEXT**

On Ebrary: <http://ebookcentral.proquest.com/lib/linnbenton-ebooks/detail.action?docID=588264>**Contours of Retailing Management** Chunawalla, S.A. Himalaya Publishing House 2009

ISBN: 9788183186650, 9789350434321

**GRADING:**

Online quizzes 400

Group Presentation 100

Term paper 100

Discussion of Term Paper 50

Retail news 50

Midterm 100

Peer Group Assessment 100

Participation Points 100

Total 1000

**GRADE BANDS:**

Grade A = 90 – 100%, B = 80 – 89.5%, C = 70 – 79.5%, D = 60 – 69.5%, below 60% = fail An incomplete is only attainable by negotiation with over 70% of coursework submitted.

**METHODS OF INSTRUCTION:**

Lecture, Experiential Activities, Video, Discussion, Case Studies, Team Activities

**TENTATIVE WEEKLY SCHEDULE:** Please see our course room on Moodle

**ASSESSMENT METHODS**

**1) Online Quizzes (400 points)**

1.1 As your homework assignment, most weeks you will be expected to complete an open book, online quiz.

1.2 You have one week to complete each quiz after it becomes live. As the quizzes are partly an exercise in completing work to deadlines, there are no late submissions under any circumstances unless LBCC has experienced server problems. My advice is to complete the quizzes earlier rather than later in the week when family or computer problems may arise unexpectedly.

1.3 The web site for testing is called Moodle. You will be given instructions on accessing Moodle during the first class

1.4 We probably will not complete all the quizzes as planned. The total points for all the quizzes will total 40% of the grade for this class.

**2) The Midterm (100 points)**

2.1 This is a closed/shut off resource exam and will be over the chapters assigned during the review.

2.2 If you miss the midterm without notifying me before hand, then there is no makeup.

2.3 If you can’t make the midterm, notify me ahead of time and we can reschedule

**3) Group Presentation 100 points**

3.1 In week 6 you are asked to give a group presentation of a retail case

3.2 Everyone must participate in the preparation and delivery of the presentation.

3.3 ***One hard copy of the retail case per group should be given to me before the presentation.***

3.4 Each presentation will be a minimum of 10 and a maximum of 20 minutes.

3.5 It is your responsibility to manage your role in the group process.

3.6 Documentation should be kept of group rules and meetings etc in case it is necessary to carry out disciplinary action (including dismissal) against a member.

3.7 One hundred points will be awarded by the instructor in accordance with criteria agreed in class

**4) Peer Group Assessment: (100 points)**

4.1 One hundred points will be awarded to each group member by each member in this confidential process

**5) The Retail News (50 points)**

5.1 At each class, I will ask several students ***at random*** to present a media article about retailing.

5.2 You can expect to be chosen twice during the course. Each presentation of the retail news carries 25 pts.

5.3 If you are not in class on the day you are chosen or if you do not have an article to present, say “pass”. You must however forfeit the points available for presenting the article on that day. There is no makeup.

5.4 When you are chosen I want you to tell the class (from where you are seated) about the retail article. The article should be from the present or previous week.

5.5 You must bring a printed article to class to get credit. The article should be dated and the relevant parts that you intend to present should be highlighted

5.6 Your presentation of the article should last between ***1 - 2 minutes.***

5.7 Familiarize yourself with your article before class because it should be ***presented not read.***

5.8 I may collect retail news articles some weeks for participation points

**6) Term paper: (100 points)**

6.1 Your paper should be posted on the discussion board on Moodle in week 9. An additional 50 points total will be given for 4 responses to other student’s posts. A response should be at least one 100 words

7**) Participation Points (100 points)**

7.1 During the term I will be giving the opportunity for each student to earn 100 points. The points will be earned for contributing to the class by participating in role plays, activities, news articles and discussions etc.

7.2 There may also be several random tests. Each test will consist of one or two easy questions from the day’s lecture. The tests maybe be at the beginning or end of class but you will need to be present at roll call and at the end of class in order to qualify. You cannot take a random test if you were not present on the day it was conducted.

7.3 When I calculate grades at the end of term, the random points often make the difference between grades. In other words, you will need to be in class to get the points from these tests to maximize the possibility of earning a good grade.

**Summary: How to be successful in my class**

Come to class regularly

Arrive and leave on time

Do the homework to deadline, (earlier rather than later)

Be a good group member

Don’t be a ‘check in’ student

The college is committed to fostering a learning environment characterized by excellence in instruction and best practices in disability accommodation. We comply with local, state and federal law regarding students with disabilities, including Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (ADA). The law requires that no qualified student may be discriminated against based on disability and every student with a disability must be provided reasonable accommodations and an opportunity to participate fully in all activities and programs for which they are qualified with or without accommodation

**LBCC Comprehensive Statement of Nondiscrimination**

LBCCprohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (for further information <http://po.linnbenton.edu/BPsandARs/> )

All this sounds a bit formal but we must establish the ground rules before we proceed. Always remember that I’m on your side. I’m always available during office hours to discuss anything that you do not understand. I do not care how many times you ask the same question or ask for help.

Mindy