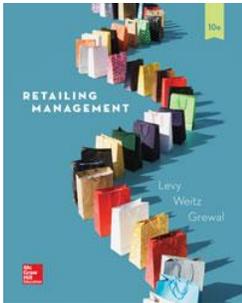


# BUSAD 246-Retail Management

Spring 2021-Section 0157-Online

Instructor: Linda Kropp, MBA



## Required Text:

***Retailing Management 10/e with CONNECT*** access code. Michael Levy, Barton Weitz, McGrawHill Publishing Company. Bundle ISBN: 9781260664195. Students will require an access code for McGrawHill Connect to accompany the text. This package is available for purchase at the Pirate's Bookstore as a loose-leaf text with access code. *The price at the MJC bookstore is less expensive than purchasing only the etext from the publisher's website.*

## Course Description:

An examination of the resources, abilities, and knowledge necessary to establish and operate a retail business successfully. Subjects studied include site selection, merchandising policies and management, buying policies and activities, pricing, retail promotion, customer service and credit, personal selling, and marketing research for retailers.

## Prerequisites:

There are no prerequisites for this course.

Here is my plan for maintaining **Regular Effective Contact** with you throughout the course:

- I will usually post at least one announcement per week with reminders and other notifications about what is happening in the course and/or on campus.
- I may occasionally participate in discussion board assignments with you but usually, I leave those for you to discuss and give my feedback in the grading comments.
- I will provide you with feedback on your assignments. My goal is to do this within one week but occasionally it may take a little longer. Be sure to check the gradebook for my feedback.
- I may message you if I see you are falling behind or if you miss a major exam. Please let me know if you run into difficulties that prevent your submitting your work in a timely fashion.
- I may reach out to you in other ways as well including phone messages and/or email.

Here are the ways you can make contact with me outside of the Canvas learning environment:

## Instructor Contact Information:

Regular contact throughout the semester will occur via the Announcement tool in Canvas. Be sure to check the Announcement section in Canvas as least one per week for important information. I can also be reached via phone, email and/or in person during office hours.

## Email:

Communication through Canvas is preferred. If you choose to contact me through MJC email ([kroppl@mjc.edu](mailto:kroppl@mjc.edu)), please put "Busad 246" in the **subject line** to ensure your email does not get lost in the shuffle. Emails will be returned within 24-48 hours, Monday through Friday, 48 hours on the weekend. If you do not hear back in a timely fashion, please resend your message and/or leave a voicemail.

## When communicating via email please include the following information:

**Your CLASS and SECTION, Your NAME.** It is difficult to answer your question if I don't have this information.

## Phone:

You can call my office phone at 209.575.6168 to leave a voicemail. This voicemail goes directly into my MJC email which is checked consistently throughout the day.

## Office Hours: Founders Hall 120-D

Office hours will be kept up to date under the StartHere Module in Canvas.

## Course Learning Objectives:

Upon successful completion of the Busad 246 course:

1. List the steps in the strategic retail planning process.
2. Explain the consumer buying process.
3. Evaluate ethical issues within the retail management environment.

## Other learning goals include:

1. Compare and contrast traditional retailers and category specialists.
2. Describe how technology (e.g., customer databases, integrated systems, and buying and sales forecasting systems) is used to support retail businesses.
3. Evaluate the effectiveness of merchandising decisions in the retail industry.
4. Explain the factors relating to visual merchandising, such as store layouts and presentation.
5. Compare the strategies that are used within the different stages of a product's life cycle.
6. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management).
7. Analyze how logistics and supply chain management achieve a sustainable competitive advantage.
8. Compare different customer service strategies that can be used to improve the consumer experience.
9. Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.
10. Create and present a strategic plan for a business, including financial strategy and financial performance measures.

## Diversity and Disability:

Disabled Students Services can be found on the web at <http://www.mjc.edu/student-services/disability> . Call 209-575-6225, Fax 209-575-6852 or TTY 209-575-6863. The office can also be reached by email at: [mjcdsps@mjc.edu](mailto:mjcdsps@mjc.edu).

## Policies and Procedures:

### Coursework:

### Weekly Schedule (including Late Work):

This course is set up in four Learning Units. Each Unit contains 5 or 6 chapters. One new chapter will be opened up each week. All assignments for each week will be listed in the learning module.

Students are expected to submit assignments on a regular schedule throughout the semester. All assignments are due by 11:59 pm on the Monday after they are assigned. This allows a week to complete the chapter assignments.

LearnSmart Assignments and Quizzes will be submitted in Canvas using the publisher learning tool, Connect. Scores will be available upon completion of assignments. Late work will be NOT accepted for LearnSmart except in extraordinary circumstances. If you have an extraordinary circumstance such as

a medical emergency or death in the family, please contact me right away. Quizzes can be submitted until the Unit Test which includes that chapter closes and 10% per day will be deducted for late work.

Discussions/Interactive Assignments will be available during the week that the chapter is assigned. These can be made up only until the Unit Test which includes that chapter closes and 10% per day will be deducted for late work.

Three Unit Tests and a Final will be given after chapter 4, chapter 8, chapter 12, and at the end of the semester. Make-ups for these exams will be given only in extreme circumstances. Contact the instructor if a make-up is requested. Unit Tests are due on Friday following the last chapter in the Unit. The final will be available until Friday of finals week. Check the schedule for exact dates on all four tests.

### Grading Policy:

Grades will be based upon completion, timeliness and quality of assignments. Grades will be based on the following scale:

Grades will be assigned as follows:

Assignment Category:	Points:	Percent:	Percent	Grade
<b>Learn Smart (10 pts per chapter)</b>	170	19%	90-100%	A
<b>Weekly Quizzes* (10 points each)</b>	150	16.6%	80-89%	B
<b>Chapter Discussions</b>	180	20%	70-79%	C
<b>3 Tests and Final (100 points each)</b>	400	44.4%	60-69%	D
<b>Total</b>	<b>900</b>	<b>100%</b>	0-59%	F

### Academic Honesty:

Students caught copying, sharing work and/or plagiarizing will receive a failing grade on the assignment/test and in the course, as well as possible disciplinary action from the college.

### Plagiarism

Some students have trouble understanding what plagiarism is, so let's get that straight right away. Plagiarism includes copying writing or merely ideas from the published or unpublished work of another person without full, clear acknowledgment of the source. If you paraphrase or summarize what someone else has said, you must acknowledge that source even when you put those ideas into your own words. You are plagiarizing if you cut and paste bits and pieces of writing from the Internet or any other source and make it appear as if you wrote those words (i.e. if you don't use quotation marks and cite the source). Plagiarism also includes copying from yourself--that is, turning in material that you wrote for another class.

In this course, plagiarism detection software may be used on assignments you submit. If you're not sure what plagiarism is, check out the [MJC Library "Avoid Plagiarism"](#) page. It includes brief videos and tutorials.

Any assignment where academic dishonesty is involved will automatically receive an F (zero points), which may result in the student failing the course. A report may be filed. For additional information, see the [MJC Standard of Student Conduct webpage](#).

## Adding/Dropping/Participation:

Students may add with an online add code during the first two weeks of class. Any student who does not enter the online classroom and complete the Week One Assignments by Monday at 11:59 pm of the second week of class will be dropped. At any point during the semester where a student fails to participate in class-which is defined as "**turning in at least two written assignments (other than a quiz) over a two week period,**" they may be dropped from the course (i.e. just taking the quizzes is not enough).

## Spring Important Dates:

**January 18:** Martin Luther King Jr. Day

**January 24:** Last day to drop without a "W"/Last day to drop and receive a refund

**February 12-15:** Presidents' Weekend (No School)

**February 16:** Last day to file for Pass/No Pass

**April 5:** Last day to drop with a "W"

**April 26-May 1:** Finals Week

A complete MJC Spring calendar can be found at: <http://mjc.edu/instruction/calendar.php>

## Schedule at-a-glance:

Week 1--(Jan 11-19) – Chapter 1

Week 2– (Jan 19-26) – Chapter 2&3

Week 3--(Jan 26-Feb 2) – Chapter 4

Week 4--(Feb 2-9) – Chapter 5 and Unit Test 1 (Test 1 due 2/13 midnight)

Week 5--(Feb 9-16) – Chapter 6

Week 6--(Feb 16-23) – Chapter 7 & 8

Week 7--(Feb 23-Mar 2) – Chapter 9 and Unit Test 2 (Test 1 due 3/6 midnight)

Week 8--(Mar 2-9) – Chapter 10

Week 9--(Mar 9-16) – Chapters 11

Week 10--(Mar 16-23) – Chapter 12

Week 11--(Mar 23-30) – Chapter 13 and Unit Test 3 (Test 3 due 4/3 midnight)

Week 12--(Mar 30-Apr 6) – Chapter 14

Week 13--(Apr 6-13) – Chapter 15

Week 14--(Apr 13-20) – Chapter 16

Week 15--(Apr 20-27) – Chapter 17

Week 16--(Apr 27-30) – Final Paper (due 4/28); Unit Test 4 (Test 4 due 4/30 midnight)

## Trouble Accessing an Online Class?

If you should have trouble logging into Canvas once the semester has started, contact the Helpdesk by email: <mailto:onlinehelpdesk@yosemite.edu> or by phone: (209) 575-7900 for assistance with your account. The Helpdesk hours are as follows:

**Student Helpline** during regular MJC business hours: 209-575-7900

**Nights and Weekends Helpline** for Students: 844-303-8280

Further information can be found at the Helpdesk Webpage at:

<http://mjc.edu/current/studentservices/waystolearn/online/index.html>

*This syllabus is subject to change as needed throughout the semester.*