

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**School of Business**  
**RTMG302**  
**Retail Operations**  
**3 Credit Hours**  
**Length of Course: 8 weeks**  
**Prerequisite: None**

Please see the **Lessons** area in the classroom for additional course specific information

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### Course Description (Catalog)

Retail Operations involves managing the day-to-day functions of retail establishments like department stores, grocery stores, and specialty shops. This course is concerned with the formulation and analysis of these operations and the policies that collectively determine how retail oriented business positions itself to increase its returns and create economic value for its owners and stakeholders. Students will be introduced to analytical techniques for diagnosing the competitive position of retail focused strategy, and identifying and analyzing specific retail operation options (consisting of such things as the sale of goods or merchandise from a fixed location, a department store or kiosk, or by post, in small or individual lots for direct consumption by the purchaser. Students will cover the functions and applications of various retail operations theory and the needs of today's managers in assessing and implementing retail operations used in the supporting functions in the workplace.

### Course Scope

In this class, students will examine the functions and applications of various retail operation techniques for diagnosing the competitive position of retail focused strategy, and identifying and analyzing specific retail operation options consisting of the sale of goods or merchandise to direct consumption by the purchaser. The students will determine the needs of today's managers in assessing and implementing retail operations used in management and be able to demonstrate the ability to recognize the importance of retail operations in the global environment impacting the effectiveness of the managers in today's competitive and global organizations. Students will learn through doing weekly assignments based on the readings and

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do bi-weekly Forum assignments focusing on current events or important material from the book. The student will conclude the class by applying the knowledge from lectures, assignments, Forum assignments, and readings in a final paper.

### Course Materials

#### Required Course Textbooks

Book Number	Authors	Book Title	Publication Info	ISBN
RTMG302-0	Dunne, Lusch, & Carver	Retailing (7th Ed.)	Mason, OH: Cengage, 2011	9781439040812

#### Textbook in APA format:

Dunne, P. M., Lusch, R. F., & Carver, J. R. (2011). *Retailing (7th Ed.)*. Mason, OH: Cengage.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

#### Required Readings

See Course Outline

### Course Objectives

After successfully completing this course, you will be able to

LO1: Examine the importance of retail operations and methods for the study/practice of retailing.

LO2: Analyze the basic operational practices and concepts associated with modern and successful retail organizations, to include social trends and their impact on retailing.

LO3: Illustrate fundamental competition concepts commonly applied to retailing operations.

LO4: Examine operational performances which allow organizations to successfully direct the flow of services and goods.

LO5: Differentiate the role of retail operations and its importance in the global retail environment.

LO6: Examine retail operations and how managers process these operations on a daily basis to maximize store profits, value inventory, merchandise buying, and handling process.

LO7: Analyze promotional objectives and pricing strategies managers use to ensure profitability.

LO8: Compare and contrast the major differences between a successful versus poorly run retail operation to include visual communication, store design, employee recruitment, and consumer value propositions.

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## Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

<u>Week</u>	<u>Topic</u>	<u>Learning Objectives</u>	<u>Readings</u>	<u>Assignment</u>
1	Introduction & The Retail Operations Environment	<u>1</u>	Dunne, Lusch, & Carver Chapter 1	APA Quiz & Introductory Forum
2	Strategic Planning, Operations Management, & Customers	<u>2</u>	Dunne, Lusch, & Carver Chapters 2 & 3	Week 2 Forum Retail Operation Paper
3	Retail Competition, Selling, and Customer Service	<u>3</u>	Dunne, Lusch, & Carver Chapters 4 & 12	Week 3 Forum; Take the Week 1-3 Quiz
4	The Flow of Goods & Services; and Legal/Ethical Behavior	<u>4</u>	Dunne, Lusch, & Carver Chapters 5 & 6	Week 4 Forum Video Assignment
5	Global Retail Operations	<u>5</u>	Dunne, Lusch, & Carver Chapter 7	APA Quiz #2 Week 5 Forum
6	Profit & the Buying and Handling Process	<u>6</u>	Dunne, Lusch, & Carver Chapters 8 & 9	Week 6 Forum; Take the Week 5-6 Quiz
7	Successful Pricing, Advertising, and	<u>7</u>	Dunne, Lusch, & Carver Chapters	Week 7 Forum &

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	<b>Promotions</b>		<b>10 &amp; 11</b>	<b>Retail Operations Essay Due</b>
<b>8</b>	<b>Successful versus Poor Retail Operations</b>	<b><u>8</u></b>	<b>Dunne, Lusch, &amp; Carver Chapters 13 &amp; 14; Review all Chapters</b>	<b>Week 8 Forum</b>

### Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

### Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### Netiquette

Online universities promote the advancement of knowledge through positive and constructive

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debate – both inside and outside the classroom. Forums on the Internet, however, can

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occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

<b>Academic Services</b>
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The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://Tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

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**Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

<b>Turnitin.com</b>
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Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.