

5. Present the findings and recommendations for the business plan developed in a concise and logical way and with good communication skills (LO5).

This course utilizes cases, experiential exercises, and mini-lectures. Class meetings will be devoted to topics that the average student can readily comprehend on the basis of self-study. For some topics, a lecture will precede any assignment or case. Most of the time, however, students will be required to prepare the assignment or case by studying the materials on their own. In either case, students will be encouraged to participate and ask questions. In line with the university philosophy, our teaching activities aim to accomplish a student-focused learning and development.

Measurement of Learning Outcomes

There will be continuous assessment based on case studies, class assignments, experiential exercises, project presentations, and a final examination as outlined below. Marks for continuous assessment are commensurate with effort. Group project will be graded for presentation, content, and effort. A peer evaluation will be conducted at the end of the term to evaluate individual contribution to each of the group assignments.

(1) Class Participation (5%) (LO2 and LO3)

A number of cases are selected from the textbook and other sources as examples to illustrate the major issues and challenges in retail management. These cases serve as a basis for class discussions. If you never contribute in the class or if you miss several classes, you will receive low marks for class participation. If you must miss a class, you should submit a written explanation in advance. Such written responses do not count as much as participation, but they will help if your grade is a borderline case.

(2) Individual Assignment (15%) (LO1, LO2 and LO3)

The purpose of the individual assignment is to help students review what they have learnt in class. A case study will be provided and the students are required to identify the key issues or problems in the case scenario and to make recommendations accordingly. This assignment will mainly focus on students' understanding and applications of the concepts learnt. The due date is **10 November 2023, Friday**.

(3) Experiential Exercise (15%) (LO2 and LO3)

The students will be organized into several teams. Each team of students will visit a chosen retail store in Tuen Mun Town Centre or other shopping centre (e.g., Adidas, Biotherm, Bonjour, Chocoolate, Habitu, Hong Kong Bank, G2000, H&M, etc.), and observe the retail mix adopted by the store (i.e., merchandise, location, customer service, store design, pricing and promotion). The team should further examine the competitive advantages compared to other stores that sell similar merchandise. You may purchase some products by yourself and analyse the purchase experiences to assist your evaluation of the retail mix. You may also interview the store manager or some employees/customers to provide you the needed

information. Each team will present the findings in the class (about 20 minutes) and make recommendations on how the chosen retailer might improve the retail mix so as to achieve sustainable competitive advantages. You only need to hand in your PowerPoint materials before your presentation. This exercise may also serve as a pilot study for your group project to be presented by the end of the term.

(4) Group Project (20%) (LO4 and LO5)

Some of you may think of running your own business after graduation. There are many reasons to do this, such as to be your own boss, to enjoy the full control and flexibility of your own works, and to reap the full benefits of your hard efforts spent. Starting a retail business can be a rewarding and challenging career, and one of your most important life choices. Of course, you may also come across numerous risks and very few new retail businesses indeed could still survive after five years. Therefore, starting your retail business requires a viable business concept and a carefully thought business plan. You need to spend a lot of efforts in implementing the plan, sacrifice your family-work balance sometime and have patience in dealing with the difficulties encountered. This group project is going to provide you with a warm-up exercise for determining your future career choice. You are asked to spot a retail opportunity in Hong Kong and develop a business plan to capture this opportunity. Details of this project will further be discussed in the class. There is no need to prepare written report. Only group project presentation is required (about 25 minutes). Please hand in your PowerPoint materials before your presentation.

(5) Final Examination (45%) (LO1, LO2 and LO3)

The 2-hour final examination will cover all of the materials discussed throughout the course. The format of the examination will include essay questions and case study. Active participation in the learning activities designated in this course will be essential for good performance.

The following table summarizes how the leaning outcomes are assessed:

Measurement of Learning Outcomes	Weights	Learning Outcomes				
		LO1	LO2	LO3	LO4	LO5
Class Participation	5%		√	√		
Individual Assignment	15%	√	√	√		
Experiential Exercise	15%		√	√		
Group Project	20%				√	√
Final Examination	45%	√	√	√		

Assessment

Continuous Assessment

Class Participation	5 %
Individual Assignment	15 %
Experiential Exercise	15 %
Group Project	20 %
Final Examination	<u>45 %</u>
Total	100%

Note: Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

Remarks

Course materials can be obtained from the Moodle learning platform.

Required Textbook

Levy, M. and Grewal, D. (2023), *Retailing Management*, 11th edition, McGraw-Hill.

Suggested Supplementary Readings

Reference Books

Berman, B. Evans, J. R. and Chatterjee, P. M. (2018), *Retail Management: A Strategic Approach*, 13th edition, Pearson.

Rosenbloom, B. (2013), *Marketing Channels: A Management View*, South-Western/Cengage Learning.

Journals/Magazines/Newspaper

Journal of Retailing

Journal of Marketing Channels

International Journal of Retail & Distribution Management

Marketing News

The Economist

The Wall Street Journal

Fortune

Business Week

Local newspapers and other relevant periodicals

Hong Kong Retail Management Association (HKRMA): <http://www.hkrma.org>

Important Notes:

- (1) Students are expected to spend a total of 6 hours (i.e., 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
- (5) ChatGPT and other Generative AI tools are expected and allowed for use in written assignments. AI output used in assessment tasks should be properly referenced. Students may be required to submit a list of the “prompts” they gave to get content used in coursework and essays.

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Peer Evaluation Form

Student Name: _____

Group: _____

Assume that you have \$100 to divide among the members of your team (including yourself) based on each member's overall contribution to the experiential exercise and group project. The team member whose contribution was the greatest should receive the largest share of the \$100. The member whose overall contribution was smallest would receive the smallest amount. In the space below, please write the names of your team members - *including yourself* - and the dollars you feel they deserve:

<u>Name</u>	<u>Experiential Exercise</u>	<u>Group Project</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
TOTAL	\$100	\$100

Now, use the following space to write a few sentences explaining the major strengths of the strongest member of your team and the major weaknesses of the weakest member of your team (*excluding yourself*):

Strongest member's name: _____

Comments: _____

Weakest member's name: _____

Comments: _____

MKT3351 – Retailing and Distribution Management
Course Schedule (1st Term, 2023-24)

Week	Topics	Activities	Chapter
Week 1 (6 Sep)	Introduction to the World of Retailing	Case 2 – Making Technology Personal: How Wayfair Is Leveraging High-Tech Tools to Connect with Consumers	1
Week 2 (13 Sep)	Types of Retailers and Digital Retailing	Case 4 – Find “Good Stuff Cheap” at Ollie’s Bargain Outlet Case 6 – Fast Fashion and Fast Digital Upgrades by H&M	2 & 3
Week 3 (20 Sep)	Multichannel and Omnichannel Retailing	Case 7 – Home Depot Is Winning on Nearly Every Metric. How Is it Doing So? <i>Group formation</i> <i>Briefing on Experiential Exercise</i>	4
Week 4 (27 Sep)	Retail Market Strategy	Case 11 – Staples, Inc. Case 22 – Starbucks’s Expansion into China <i>Briefing on Individual Assignment</i>	6
Week 5 (4 Oct)	Retail Locations and Site Location	Case 25 – Choosing a Store Location for a Boutique Case 26 – Hutch: Locating a New Store	8 & 9
Week 6 (11 Oct)	Supply Chain Management and Customer Relationship Management	Case 30 – Sephora Loyalty Programs: A Comparison between France and the United States	10 & 11
Week 7 (18 Oct)	Managing the Merchandise Planning Process and Buying Merchandise	Case 35 – Developing an Assortment Plan for Hughes Case 37 – American Furniture Warehouse Sources Globally	12 & 13
Week 8 (25 Oct)	<i>Presentation of Experiential Exercise</i>		
Week 9 (1 Nov)	Retail Pricing and Communication Mix	Case 38 – How Much for a Good Smell? Case 39 – Promoting a Sale	14 & 15
Week 10 (8 Nov)	Human Resources and Store Management	Case A1 – Diamond in the Rough <i>Individual Assignment due: 10 Nov (Fri)</i>	16
Week 11 (15 Nov)	Store Layout, Design and Visual Merchandising	Case A2 – A Musical Quandary in an Italian Restaurant	17
Week 12 (22 Nov)	<i>Group Project</i>	<i>Group Project Presentation I</i>	
Week 13 (29 Nov)	<i>Group Project, Course Review and Exam Briefing</i>	<i>Group Project Presentation II</i>	