



COURSE SYLLABUS

Retailing, 7.5 credits

Detaljhandel, 7,5 högskolepoäng

Course Code: TDHN11	Education Cycle: First-cycle level
Confirmed by: Dean Dec 1, 2020	Disciplinary domain: Technology
Revised by: Director of Education Nov 5, 2021	Subject group: IE1
Valid From: Jan 1, 2022	Specialised in: G2F
Version: 2	Main field of study: Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- show familiarity with retailing and its role in an industrial and supply chain setting, as well as the future professional prospects
- demonstrate comprehension of the terminology, methods and models, and current research within retailing
- display knowledge of the design, planning and management of products and information flows, with focus on retail supply chain management

Skills and abilities

- demonstrate the ability to independently identify and gather information, and to formulate and critically analyze retailing-related problems
- demonstrate the ability to make critical interpretation of retailing-related information, as well as planning for and carrying out an analysis in a report

Judgement and approach

- demonstrate the ability to judge the sustainability aspects of retailing
- demonstrate the ability to apply an interdisciplinary approach and a systems perspective to suggest and compare different alternatives for designing, planning and managing flows in retail supply chains

Contents

The aim of this course is to provide knowledge of retailing from a supply chain management perspective. The course focuses on the overlap of logistics and marketing in supply chains, specifically on methods for planning and management of retailing.

The course includes the following elements:

- Principles of Retailing and e-Commerce
- Multi-Channel Distribution

- Customer Management
- Merchandise Management
- Location Analysis and Planning
- Logistics Fulfillment
- Sustainability

Type of instruction

Teaching comprises of lectures, case seminars and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses worth 60 credits in first cycle including Logistics Engineering, 7,5 credits or Enterprise Logistics, 15 credits (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The total course grade is set based on the grade for the Final Written Examination and Project Work upon completion of all the exam modules.

Registration of examination:

Name of the Test	Value	Grading
Written examination	2.5 credits	5/4/3/U
Project Work	2.5 credits	5/4/3/U
Quizzes and Assignments	2.5 credits	U/G

Course literature

The literature list for the course will be provided 8 weeks before the course starts.

Levy, M., Weitz, B., and Grewal, D. (Latest International Edition), Retailing Management, McGraw-Hill Education, NY USA, ISBN: 978-1-260-08467-4 (for the 2019 version).

Additional academic articles and further required and recommended readings will be communicated upon the start of the course.