

**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*

<p style="text-align: center;"><b>School of Business</b> <b>RTMG150</b> <b>Retail Organizational Fundamentals</b> <b>3 Credit Hours</b> <b>8 weeks</b> <b>Prerequisite: None</b></p>
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Please see the **Lessons** area in the classroom for additional course specific information

## Table of Contents

<a href="#">Course Description</a>	<a href="#">Course Scope</a>	<a href="#">Course Materials</a>
<a href="#">Course Objectives</a>	<a href="#">Course Outline</a>	<a href="#">Course Delivery Method</a>
<a href="#">Academic Services</a>	<a href="#">Policies</a>	<a href="#">Turnitin.com</a>

## Course Description (Catalog)

Students will define the basics of retail management functions, principles and techniques found in today's marketplace. Students will also explore ideal characteristics and responsibilities of an effective department or store manager ranging from legal and safety scenarios to understanding the role and importance of logistics to various retail establishments. Embedded in this study of retail organization fundamentals is a focus on the individual, as a contributor, their roles and responsibilities in the retail environment. While, the organizational structure of a retail store may vary by the size and type of the business, most tasks involved with operating a retail business are similar. Some exceptions that are studied include the reality that small or independent retail stores may combine many sectors together under one division, while larger stores create various divisions for each particular function along with many layers of management. A small specialty shop may have all of its employees under one category called Store Operations. A large department store may have a robust staff consisting of a manager, assistant manager and sales associates for its Sporting Goods department, Home and Garden, Bed and Bath, and each additional department. Students will have the opportunity to explore these variations.

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## Course Scope

This course will be carried out in a format of 8 weeks. Each week the course will focus on an aspect of retail organization fundamentals. Through this class the student will learn the fundamental retail management principles including the latest concepts and practices. Students will gain a basic understanding of organizational issues, maintain a functional focus and review current practices in the private and public sectors.

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

## Course Materials

### Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
RTMG150	Levy, Michael	Retailing Management/DVD Included	New York, NY: McGraw-Hill, 2012	978-1-12-177607-4

### Textbook in APA format:

Levy, M. & Weitz, B. (2012). *Retailing management, 8th Ed.* New York, NY: McGraw-Hill.

### Required Readings:

Anonymous, (2000). How to be an effective manager. *CMA Magazine* 74(8), 14.

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Kinicki, A., & Fugate, M. (2008). *Organizational behavior: Key concepts, skills and best practices*. New York, NY: McGraw-Hill.

## Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives**:

1. Define the basics of retail management functions/principles
2. Identify Human Resource issues and approaches to organizational fundamentals in a retail environment
3. Determine the impact that conflict and unresolved issues have on a retail organization
4. Distinguish between basic retail strategy and organizational planning.
5. Identify varying problems from a risk management standpoint that can impact a retail organization
6. Differentiate problem solving techniques and processes; and their applications to fundamental retail management situations
7. Illustrate how to obtain involvement and commitment from others to set in place mechanisms to affect fundamental organizational change in the retail environment
8. Explore ideal characteristics of an effective retail manager

## Course Outline

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

[Table of Contents](#)

8 – Week Course Outline				
Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	Basics of Retail Management	LO1 & LO8	Chapters 1, 2, & 3, "How To Be An Effective	Introduction, Forum Forum Board 1, Ideal Characteristics of a Manager

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			Manager” article	
<b>2</b>	Organizational Skills & Conflict Avoidance	LO2, LO3, LO7 & LO8	Chapters 9 & 16; “Managing Conflict and Negotiating” article	Assignment, Paper Topic Forum 2, Organizational Skills & Conflict Management Quiz 1, Chapters 1-3, 9, & 16; Forum One and Forum Two articles
<b>3</b>	Issues in the Retail Organization	LO1 & LO4	Chapters 4 & 5	Forum 3, Strategy Challenges
<b>4</b>	Organizational Fundamentals in Retail Management	LO4 & LO5	Chapter 6, 7, & 8	Forum 4, Strategies for Profit Assignment, Paper Outline with APA Title and Reference Pages Quiz 2: Chapters 4 - 8
<b>5</b>	Planning Retail Projects	LO 4 & LO5	Chapter 12	Assignment, Case Study #13 Choosing a Store Location for a Boutique Forum 5, Evaluation and Planning
<b>6</b>	Retail Risk Management	LO5 & LO6	Chapters 13 & 14	Forum 6, Risk Management Quiz 3: Chapters 12-14
<b>7</b>	Processes in Retail Management	LO6	Chapter 15	Forum 7, Problem Solving in Retail Management
<b>8</b>	Customer Relationship	LO7 & LO8	Chapter 11, 17 & 18	Forum 8, Customer Relationship Management

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	Management			Final Paper
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### 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 debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good

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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.

### **Academic Services**

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.

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- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**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).

### Turnitin.com

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.