

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	RETAIL MANAGEMENT	Instructor	I-FEI CHEN
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG1 No poverty SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
I. Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
Subject Departmental core competences			
A. Provide the basic knowledge of both theory and practices.(ratio:30.00) B. Enhance the practical training for the current trends.(ratio:30.00) C. Cultivate the ethics in business and management.(ratio:20.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	<p>This course aims to provide an interesting decision-making approach to retailing. Through instruction and curricular activities to reflect how real retailers view their customers and make decisions, it also imparts the basic knowledge necessary for a successful career in retailing and related disciplines.</p>
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To provide an interesting decision-making approach to retailing	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion, Publication	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction	This schedule will be rearranged if it needed be.
2	112/02/20 ~ 112/02/26	Types of retailers	
3	112/02/27 ~ 112/03/05	Multichannel retailing	
4	112/03/06 ~ 112/03/12	Customer buying behavior	

5	112/03/13 ~ 112/03/19	Retail market strategy	
6	112/03/20 ~ 112/03/26	Financial strategy	
7	112/03/27 ~ 112/04/02	Retail locations	
8	112/04/03 ~ 112/04/09	Human resource management	
9	112/04/10 ~ 112/04/16	Information systems and supply chain management	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Customer relationship management	
12	112/05/01 ~ 112/05/07	Managing the merchandise planning process	
13	112/05/08 ~ 112/05/14	Buying merchandise	
14	112/05/15 ~ 112/05/21	Retail pricing	
15	112/05/22 ~ 112/05/28	Retail communication mix	participate MSDM conference
16	112/05/29 ~ 112/06/04	Managing the store	business visit if needed be
17	112/06/05 ~ 112/06/11	Store layout, design, and visual merchandising	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	An oral presentation of the term paper is required.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	pending		
References			
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other < term paper > : 60.0 %		

Note

This syllabus may be uploaded at the website of Course Syllabus Management System at <http://info.ais.tku.edu.tw/csp> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <http://www.acad.tku.edu.tw/CS/main.php>.

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