Course Syllabus

Code - Course Title	**PZL465 - Introduction to Retailing**
Course Type	VII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ

Mode of Delivery	Mode of delivery is face to face. Managers who are experts in different functions of retailing attend as guest speakers.
Prerequisites	General Business course is prerequisite
Courses Recomended	Retailing Management course is recommended after succsessfully completion of this course
Recommended Resources	-Öztürk, Sevgi Ayşe (ed.) (2013) Perakendeciliğe Giriş, Anadolu Üniversitesi Yayını.-Berman, B., Evans, J. R., and Chatterjee, P. (13th Ed.) (2018). Retail Management: A Strategic Approach. Pearson.
Work Placement	No work placement

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Meeting with the students. Explanation of the course objectives, mode of delivery, assignment and assesment method .	
Week - 2		Retailing: definition, importance and functions	
Week - 3		Economic effects of retailing	
Week - 4		Development of retalinig in Turkey and in the world and current situation	
Week - 5		Types of retailers	
Week - 6		Types of retailers	
Week - 7		Retailer types based on ownership	
Week - 8		Retailer types based on ownership	
Week - 9		Shopping behavior	
Week - 10		Location strategy	
Week - 11		Financial management for retailers	
Week - 12		Financial management for retailers	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Human resource management	
Week - 14		Evaluation of Retailers	

Learning Outcomes

#	Learning Outcome
1	Will explain the characteristics of retailing industry
2	Will evaluate the job opportunities in retailing industry
3	Will analyze financial structure of retailers
4	Will define the human resource practices in retailing industry

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.