Course Syllabus

Code - Course Title	**PZL460 - Retail Management**
Course Type	VIII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. NURCAN TURAN

Mode of Delivery	Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	No Prerequisites and co-requisites
Courses Recomended	Principles of MarketingIntroduction to Retailing
Recommended Resources	Each therm at the first lecture of the module the name of the main book will be supplied.
Work Placement	NA
Aims of the Course	The objective is to provide students with the skills to manage retail operations effectively and efficiently by explaining the structure and functioning of businesses in the retail sector at a theoretical level and conveying application principles through examples and expert supervision.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	Introduction	Lecture
Week - 2	**LO-1**	Planning process in retailing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop
Week - 3	**LO-1**	Planning process in retailing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Practice/Practical Work/Workshop
Week - 4	**LO-2**	Location decisions in retailing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop

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Week - 5	LO-2	Location decisions in retailing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop
Week - 6	LO-1	Organization decisions in retailing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop
Week - 7	LO-3	Retailing and human resources management	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop, Research and Inquiry
Week - 8	LO-3	Retailing and working relations	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop, Research and Inquiry
Week - 9	LO-3	Retailing and working relations	Lecture, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop, Research and Inquiry
Week - 10	LO-4	Financial management in retailing	Lecture, Question & Answer, Discussion, Problem Solving, Research and Inquiry
Week - 11	LO-4	Financial management in retailing	Lecture, Question & Answer, Discussion, Problem Solving, Research and Inquiry

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Week - 12	**LO-5**	Retailing and promotion techniques	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop, Research and Inquiry
Week - 13	**LO-5**	Retailing and promotion techniques	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Gamification, Practice/Practical Work/Workshop, Research and Inquiry
Week - 14	**LO-6**	Security management in retail stores	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Gamification, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	The student will develop awareness regarding managerial and organizational decisions for the retail sector and will be able to explain fundamental business concepts such as mission, vision, authority, and chain of command.
2	The student will be able to anticipate the critical variables in location decisions for retail stores and evaluate the strengths and weaknesses of different alternatives in terms of the decisions to be made.
3	The student will be able to analyze and evaluate the processes related to human resources management and the management of labor relations, with a focus on the retail sector.
4	The student will be able to analyze income statements and balance sheets, focusing on financial management topics within the context of retailing.
5	The student will be able to list promotional activities for the retail sector and identify the strengths and weaknesses of different promotion mix elements.
6	The student will be able to list the security requirements for five different areas that require attention regarding store security.

Sustainable Development Goals

✓ End Poverty ✓ No more hunger ✓ Health and Quality of Life ✓ Decent Work and Economic Growth ✓ Sustainable Cities and Communities ✓ Responsible Production and Consumption ✓ Climate Action ✓ Partnerships for Purposes

Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Logistics and Supply Chain ✓ Robotics, Automation and Mechatronics ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	14	28
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	20.00	1	20
Ara Sınav Hazırlığı (sınav süresi dahil)	20.00	1	20
Final Sınavı Hazırlığı (sınav süresi dahil)	25.00	1	25
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Presentation