MODULE DESCRIPTOR

MODULE TITLE	Managing Retail Organisations		
Module Code	44-6909-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 40% Coursework 60%		
Pre-Requisite Modules *(if applicable)*			
Delivered according to Standard Academic Calendar YES	**2 semesters** **Yes**	**1 semester** **No**	**Other delivery pattern:** *Please specify*

1   MODULE AIMS

The aims of this module are to enable students to:
- develop theoretical underpinning to retail management explanations and interventions concerning the structure and behaviour of retail organisations.

- understand and manage a range and diversity of managing and self-management styles that occur in retail management practice.

- understand and manage the processes of problem solving and change in retail organisations.

2   MODULE LEARNING OUTCOMES
BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Explain and critically analyse the roles and responsibilities of the retail manager;

2. Demonstrate skills and competence relevant to a range of management situations and individual behaviours and perspectives in the retail working environment;

3. Recognise and evaluate the competitive effectiveness retail organisation structures using management theory;

4. Use a range of management interventions to facilitate effective retail management communication, motivation, leadership and problem solving; and

5. Comment critically upon the management skills needed to build effective retail management teams.

3   INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module aims to encourage students to develop analytical, evaluative and critical patterns of thought in order to better understand the issues surrounding effective retail management within an organisation.

Key concepts will be introduced in interactive, classroom based lecture/seminar sessions and students will be directed to further reading around the subject. Each session is designed to allow exploration of concepts and to practice their application and will involve the introduction and discussion of articles, exercises, videos and case studies. These are designed to be highly interactive. Students will be expected to prepare ahead of the seminars and to participate in the discussions.

Students will also have access to the appropriate skills packs and to on-line, Blackboard based learning facilities, so that they can continue their studies away from the classroom.

The module will be assessed through coursework ~~and practical~~. Details of all assessment and submission deadlines will be given at the start of the module.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Individual Written Assignment	CW	40%	2000 words	No
2	Individual Written Assignment	CW	60%	3000 words	No

4   INDICATIVE MODULE CONTENTS / TOPICS

- How theoretical understanding of management behaviour and organisation can be applied in the retail business;
- How do individual and group perceptions influence retail management actions?;
- What is retail management culture, how is it expressed and how can it be managed to support retail management effectiveness;
- Styles of retail management motivation. Managing the organisation to effectively achieve retail business aims;
- Styles of retail leadership and management. Understanding how different retail business contexts affect the use of alternative leadership and management styles;
- The role of Power Politics and Conflict in retail management effectiveness along the whole supply chain;
- The management of change in the retail business. How retail businesses can plan for change and manage business surprises.
- Designing effective retail business organisation structures; and
- The role of professional ethics in retail business.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING <u>ASSESSMENT CRITERIA</u> DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.
THIS INFORMATION CAN BE FOUND IN

      Module Handbook
      Assessment Briefs
      Course/Module Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

<u>**REVISIONS**</u>

Date	Reason
July 2012	Assessment Framework review