

Hagerstown Community College
OFFICIAL COURSE SYLLABUS DOCUMENT

COURSE: MGT 101 – Retail Management – 3 credits

INSTRUCTOR: Stacey McGee

SEMESTER/YEAR: SPRING 2017

CONTACT INFORMATION:

E-mail:	smmcgee@hagerstowncc.edu
Office:	LRC 107
Phone:	240-500-2523
Office Hours:	M & W 8:00 – 10:30 am

COURSE DESCRIPTION: This course explores the principles of successful retail management, including inventory and cost control, store location, market analysis, advertising, store image, visual merchandising, and pricing. Total of 45 hours of lecture.

TEXTBOOK: Berman and Evans, *Retail Management: A Strategic Approach*, 12th ed. Prentice Hall, 2013

STUDENT LEARNING OUTCOMES: Students who successfully complete this course will be able to:

- * Use basic marketing and retail terminology
- * Understand the various types of decisions faced by retail managers today
- * Describe current issues concerning retail management and use course concepts to analyze them

COURSE CONTENT OBJECTIVES: Students will utilize a variety of tools to gain a thorough understanding of the course concepts. In addition to the textbook, students are encouraged to read business publications. Students will also benefit from utilizing all of the online resources that can be accessed through the Moodle. Student will demonstrate their ability to apply course concepts through their participation in class activities and the completion of tests and writing assignments.

REQUIREMENTS: The textbook (or e-book) is required. Reading extensively is important for success in this course. The reading assignments from the text or other sources should be completed before class to better understand class discussions and assignments. Students will also benefit from reading daily news sources and business publications or websites. In addition to reading, you must interact with the material to understand it. Case studies, problems, practice questions, and discussion will give you the opportunity to practice what you learn.

Note: This is a three credit, college level course. You should expect to spend about six hours per week outside of class in order to succeed.

ASSESSMENT PROCEDURES:

Your final grade will be based on the following:

Grading and Evaluation:

4 Quizzes	20%
Mid-term Exam	20%
Final Exam	20%
Case Studies	20%
Participation	20%

Grading Scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59% and below

Quizzes will be multiple-choice assessments and will be completed online through Moodle. Exams will be multiple-choice and will be completed in Moodle, but must be taken in-person at the Academic Testing Center. Both tests and exams are open-book and open-notes. A total of 4 comprehensive Case Studies will be completed that explore the various aspects of retail management. Additional details about the case studies will be posted in Moodle. Participation will consist of discussions and other online activities.

COURSE POLICIES:

Total Hours of Coursework: To earn one academic credit at HCC, students are required to complete a minimum of 37.5 clock hours (45 fifty-minute “academic” hours) of coursework per semester. Those hours of coursework may be completed through a combination of hours within the classroom and hours outside the classroom. Certain courses may require more than the 37.5 minimum hours of coursework per credit.

Accounting for Credit Hour:

Total hours spent for this online class:

Assignment/Assessment	Clock Hours	Explanation
Online homework, activities and discussions	44	Time spent on a variety of online learning tools, including research, writing, responding to classmates, etc.
Assigned readings	52.5	Reading, note-taking, etc.
Quizzes	21	Study time plus time to complete quizzes
Exams	17	Study time plus time to complete exams
Total hours	134.5	

Attendance Policy – Students are expected to attend all classes. . In the case of an online course, attendance means participating in online activities and completing assignments by the due date. In the case of absence due to emergency (illness, death in the family, accident), or participation in official College functions, it is the student’s responsibility to confer with the instructor about the absence and missed course work. Students should call or e-mail their instructor on the day of any absence from class. Students absent from an announced (major) test or examination, unless authorized, may be given an equivalent examination at a later date at the discretion of the instructor. Students contemplating withdrawing from a course should read the section of the catalog entitled “Withdrawal and Course Changes.”

The instructor reserves the right to modify the course content and/or the testing procedures as she determines necessary.

Academic Integrity - The HCC Student Code of Conduct is published in the College Guide: A Handbook Planner for Students and may be obtained in the Student Activities Office. The Code of Conduct includes principles, rights, and prohibited conduct related to academic integrity and due process.

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.

Submitting Assignments: All quizzes, exams and activities will be available for at least one week prior to the due date. Therefore, **I will not accept late assignments or extend due dates.** For this reason, I strongly suggest that you **do not** wait until Sunday evening to complete the assignment for that week. If you contribute to a discussion after the due date, you will not receive a grade for that discussion contribution.