

BA RETAIL MANAGEMENT 11

District Name: Kamloops/Thompson

District Number: #73

Developed by: Don Marshall

Date Developed: September 2004

School Name: Brocklehurst Secondary

Principal's Name: Tom Elliott

Board/Authority Approval Date: 2005/05/30

Board/Authority Signature:

Course Name: Retail Management 11

Grade Level of Course: 11

Number of Course Credits: 4

Number of Hours of Instruction: 120

Prerequisite(s): None

Special Training, Facilities or Equipment Required: None

Course Synopsis: This course is designed for students interested in retail sales and operating a small business. It will use the Brock Korner Store as the real life example of a small retail enterprise. Students will learn buying behavior, selling techniques, pricing, advertising, and market research. An essential part of this course will be working shifts in the store at break, lunch, and special events.

Rational: This introductory course in retailing will help to prepare students for the world of work. They will get hands on experience working in an actual retail operation (the Brock Korner Store). They will learn all aspects of a small business both in theory and practice. They will learn to work independently and in teams. They will also be providing a service to the student body of Brocklehurst Secondary.

COURSE OUTLINE

- Chapter 1** - Introduction to Retailing
- Channels of Distribution
- Middlemen
- Retailing Defined
- Chapter 2** - Canada's Business Environment
- Evolution of Retailing
- Modified Free Enterprise System
- Consumer Characteristics
- Chapter 3** - New Dimensions in Retailing
- Use of Technology
- Self Serve Retailing
- International Retailing
- The global Economy
- Chapter 4** - The Employee-Employer Relationship
- Qualities of a good Employee
- Qualities of a good Employer
- Employment Standards and Policies
- Chapter 5** - Finding and Applying for a Job
- Retailing as a Career
- Appropriate Jobs
- Job Search Techniques
- Chapter 6** - Entrepreneurship and Business Ownership
- Entrepreneurial Skills
- Types of Business Ownership
- Franchises
- Chapter 7** - Types of Retail Operations
- General Merchandise
- Specialty Retailers
- Non-Store Retailers
- Chapter 8** - Marketing Research
- Types of Research
- Research Analysis

- Chapter 9** - Choosing a Location
- Choosing a Community
- Choosing a District, Street, Site

- Chapter 10** - Financing Your Retail Business
- A Financial Plan
- Sources of Business Funds
- Borrowing

- Chapter 11** - Store Design and Layout
- Effective Use of Space
- Customer Flow

Evaluation & Assessment

Students will be evaluated on a combination of unit tests, homework assignments, projects, as well as working in the school store. Classroom participation, effort and attitude, and attendance are also stressed.

Unit Tests	-	50%
Projects & Assignments	-	15%
Term Exams	-	15%
School Store Hours	-	<u>20%</u>
Total	-	100%

Course Outline

Curriculum Organizer – Introduction to Retailing

It is expected that students will be able to:

- Identify the skills needed to become a successful retailer
- Identify the four channels of distribution.
- Understand the importance of intermediaries.
- Distinguish between merchants and middlemen.
- Define retailing.
- Understand that retail workers form a team.

Curriculum Organizer – Canada’s Business Environment

It is expected that students will be able to:

- Identify the events that have contributed to the evolution of retailing in Canada.
- Outline the characteristics of Canada’s free enterprise system.
- Recognize the distinct qualities of Canadian consumers.

Curriculum Organizer – New Dimensions in Retailing

It is expected that students will be able to:

- Outline the increasing use of technology in retailing.
- Explain the trend towards customer-oriented retailing.
- Identify how increased competition affects retailers.
- Understand the nature of international retailing and the global economy.

Curriculum Organizer – The Employee-Employer Relationship

It is expected that students will be able to:

- Outline the attitudes and skills of a good employee.
- Describe the qualities of a good employer.
- Explain basic employment standards and policies.
- Understand the process of employee selection and training.
- Differentiate among wages, salaries and commissions.

Curriculum Organizer – Finding and applying for a job

It is expected that students will be able to:

- Outline reasons to consider a career in the retail industry.
- Understand the steps involved in the job search process.
- List various sources of job leads.
- Plan a successful job search.
- Write a covering letter and resume.
- Complete a job application form properly.
- Succeed in a job interview.

Curriculum Organizer – Entrepreneurship and Business Ownership

It is expected that students will be able to:

- Identify entrepreneurial characteristics a business owners needs to succeed.
- Identify the major reasons for business failure.
- Understand the format of sole proprietorships, partnerships, corporations and consumer cooperatives.
- Distinguish between franchise and chain store operations.

Curriculum Organizer – Types of Retail Operations

It is expected that students will be able to:

- Recognize and differentiate the various types of general merchandise, specialty and non-store retail operations.
- Appreciate the importance of having a code of ethics to govern direct marketing.

Curriculum Organizer – Marketing Research

It is expected that students will be able to:

- Identify types of marketing research.
- Recognize the difference between primary and secondary data.
- Identify how to find research data.
- Understand how to organize, analyze and interpret marketing research.
- Appreciate the importance of marketing research as an aid to making business decisions.

Curriculum Organizer – Choosing a Store Location

It is expected that students will be able to:

- Recognize the importance of store location.

- Understand how to choose a community.
- Identify the major sources of information about communities.
- Outline the districts within a community.
- Appreciate the importance of district, street and site selection for a store.

Curriculum Organizer – Financing Your Retail Business

It is expected that students will be able to:

- Understand the importance of a sound financial plan.
- Describe and evaluate the various sources of funding.
- Recognize the legal and other obligations associated with borrowing money.

Curriculum Organizer – Store Design and Layout

It is expected that students will be able to:

- Understand the importance of effective store design and layout.
- Identify the elements competing for space within a store.
- Appreciate the balance between maximizing sales and minimizing costs.

Evaluation and Assessment

Students will be evaluated on a combination of unit tests, homework assignments, project, as well as working in the school store. Class participation, effort and attitude, and attendance are also stressed.

Unit Tests	50%
Projects and Assignments	15%
Term Exams	15%
School Store Hours	<u>20%</u>
	100%