



Peru State College
BUS 348 Retail Management & Merchandising
Syllabus – Spring – 2012

Instructor:	Sheri Grotrian-Ryan, MBA
Office Hours:	Mon/Wed 9:30-11:00 am; Tues 11:00-12:00 pm, 2:00-3:00 pm
Office Telephone:	402-872-2420
Email Address:	sgrotrian@peru.edu
Course Meets:	Mondays/Wednesdays 8:00-9:15 am
Required Textbook:	Retailing Management by Levy & Weitz; 8 th edition ISBN: 978-0-07-353002-4

Course Description & Objectives

This course presents the principles of retailing including strategies, merchandise management, store operations, evaluation and control, financial strategies, human resources management, buying and selling, information systems, promotions, and inventory control. Strategic issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

Upon completion of this course you should be able to:

1. Understand and identify the various key elements of retailing management.
2. Understand objectives of and use of technology within retailing.
3. Develop and deliver a strategic retail plan.
4. Assess and evaluate effectiveness of retail decisions.

Expectations & Instructional Approach

Active participation and self-motivation are vital to the learning experience. Consequently, I expect you to read the material and be prepared to partake in the daily class discussions, assignments, quizzes, and exams. In order to foster a climate conducive to learning, please join me in treating your peers with respect. In addition, please be respectful of your instructor. Cell phones should be put away/silenced before class begins. Throughout the term, I encourage students to ask questions, seek my help when they need it, and help their classmates understand the material.

Assessment and Grading

You will have the opportunity to earn a total of 450 points. Your final grade will be determined by the number of points you earn from the various activities noted below.

Read:

Read the assigned chapters from the textbook. You can also review chapter lecture notes/slide presentations that I provide in Blackboard. These are optional, but may help you to understand pertinent material in each of the chapters.

Homework Assignments:

Various assignments will be assigned during the course. Homework must be submitted on time; late assignments are **NOT** accepted. All assignments should be type-written unless otherwise directed.

Quizzes:

There will be 6 unannounced quizzes over the course of the semester. You will be allowed to "throw out" the lowest score. This will ensure you prepare for class by reading the material ahead of time.

Exams:

There will be a total of 5 exams over the course of the semester, one being the final exam. Tests will include multiple forms of questions to assess your knowledge and understanding of the subject matter covered within the course.

Final Project/Presentation:

A final project will be assigned that includes reporting on or developing a retail strategy for an organization of your choice. Students will be required to make a presentation of their information. Additional details will be provided and will also be available on Blackboard.

Participation (and Attendance):

It is the responsibility of the student to be present at each class...and on time! Participation will be noted by the instructor over the course of the semester. Each unexcused absence or tardiness results in a loss of 5 points from your total earned points. PLEASE NOTE: There are circumstances that may merit your being absent. (For example, scheduled PSC extracurricular events, hospitalization, death of a family member or friend, circumstances beyond your control). In order for these absences to be considered excused, you need to contact me by phone, email, or in person **prior** to the class session you are missing.

Late Assignment Policy:

The due date associated with each assignment and examination is definitive and will not be waived or excused except in extraordinary circumstances. Assignments received late will receive zero (0) points unless there are extraordinary circumstances. It is therefore critical that you keep up with your reading and coursework.

Grading:

Point distribution:

Homework Assignments	100 pts.
Quizzes (6 unannounced; top 5 scores recorded)	50 pts.
Exams (4)	200 pts.
Final Project/Presentation	75 pts.
Final Exam	75 pts.
Total Points	450 pts.

The grading scale utilized for this course is as follows:

90-100%	A	70-74%	C
85-89%	B+	65-69%	D+
80-84%	B	60-64	D
75-79%	C+	Below 60	F

College’s Incomplete Coursework Policy

To designate a student’s work in a course as incomplete at the end of a term, the instructor records the incomplete grade (I). Students may receive this grade only when serious illness, hardship, death in the immediate family, or military service during the semester in which they are registered prevents them from completing course requirements. In addition, to receive an incomplete, a student must have completed substantially all of the course’s major requirements.

Unless extenuating circumstances dictate otherwise, students must initiate requests for an incomplete by filling out an Incomplete Grade Completion Contract, which requires the signature of the student, instructor, and Dean. The Incomplete Grade Completion Contract cites the reason(s) for the incomplete and details the specific obligations the student must meet to change the incomplete to a letter grade. The date by which the student agrees to complete required work must appear in the contract. The Dean, the instructor, and the student receive signed copies of the Incomplete Grade Completion Contract.

Even if the student does not attend Peru State College, all incomplete course work must be finished by the end of the subsequent semester. Unless the appropriate Dean approves an extension and if the student does not fulfill contract obligations in the allotted time, the incomplete grade automatically becomes an F.

College’s Academic Integrity Policy

The College expects all students to conduct themselves in a manner that supports an honest assessment of student learning outcomes and the assignment of grades that appropriately reflect student performance. It is ultimately the student’s responsibility to understand and comply with instructions regarding the completion of assignments, exams, and other academic activities. At a minimum, students should assume that at each assessment opportunity they are expected to do their own original academic work and/or clearly acknowledge in an appropriate fashion the intellectual work of others, when such contributions are allowed. Students helping others to circumvent honest assessments of learning outcomes, or who fail to report instances of academic dishonesty, are also subject to the sanctions defined in this policy.

Instances of academic dishonesty may be discovered in a variety of ways. Faculty members who assign written work ordinarily check citations for accuracy, run data base and online checks, and/or may simply recognize familiar passages that are not cited. They may observe students in the act of cheating or may become aware of instances of cheating from the statements of others. All persons who observe or otherwise know about instances of cheating are expected to report such instances to the proper instructor or Dean.

In order to promote academic integrity, the College subscribes to an electronic service to review papers for the appropriate citations and originality. Key elements of submitted papers are stored electronically in a limited access database and thus become a permanent part of the material to which future submissions are compared. Submission of an application and continued enrollment signifies your permission for this use of your written work.

COURSE NOTE: It is in your best interest to complete all of the assignments yourself as I will be using a variety of techniques to detect any assignments you may TAKE from someone else, the Internet, etc. If found, this will result in a ZERO for the course.

Should an occurrence of academic misconduct occur, the faculty member may assign a failing grade for the assignment or a failing grade for the course. Each incident of academic misconduct should be reported to the Dean and the Vice President for Academic Affairs (VPAA). The VPAA may suspend students for two semesters found to be responsible for multiple instances of academic dishonesty. The reason for the suspension will be noted on the student's transcript.

A faculty member need present only basic evidence of academic dishonesty. There is no requirement for proof of intent. Students are responsible for understanding these tenets of academic honesty and integrity. Students may appeal penalties for academic dishonesty using the process established for grades appeals.

Title IX Compliance Notice

Peru State College is an equal opportunity institution. PSC does not discriminate against any student, employee or applicant on the basis of race, color, national origin, sex, disability, religion, or age in employment and education opportunities, including but not limited to admission decisions. The College has designated an individual to coordinate the College's nondiscrimination efforts to comply with regulations implementing Title VI, VII, IX, and Section 504. Inquiries regarding non-discrimination policies and practices may be directed to Eulanda Cade, Director of Human Resources, Title VI, VII, IX Compliance Coordinator, Peru State College, PO Box 10, Peru, NE 68421-0010, (402) 872-2230.

Students requesting reasonable accommodation and tutoring services should contact the Center for Achievement and Transition Services (CATS).

Modification of Course Syllabus and Course Schedule

The instructor reserves the right to modify any part of this course syllabus and course schedule. Any such modifications will be communicated to students in advance of becoming effective.

Tentative Course Schedule

Class Date	Topic Covered in Class	Reading Assigned
January 9	Introduction to the Course	Read Chapter 1
January 11	Chapter 1	Read Chapter 2
January 16	Chapter 2	Read Chapter 3
January 18	Chapter 3	Read Chapter 4
January 23	Chapter 4 & Review	Study for Exam 1
January 25	Exam 1	Read Chapter 5
January 30	Chapter 5	Read Chapter 6
February 1	Chapter 6	Read Chapter 7
February 6	Chapter 7	Read Chapter 8
February 8	Chapter 8	Read Chapter 9
February 13	Chapter 9	Read Chapter 10
February 15	No Class – HS Business Contest	Review Chapter 10
February 20	Chapter 10	Read Chapter 11
February 22	Chapter 11 & Review	Study for Exam 2
February 27	Exam 2	Read Chapter 12
February 29	Chapter 12	Read Chapter 13
March 5	Mid-term Break	Review Project Work
March 7	Mid-term Break	Review Project Work
March 12	Chapter 13	Read Chapter 14
March 14	Chapter 14	Read Chapter 15
March 19	Chapter 15 & Review	Study for Exam 3
March 21	Exam 3	Read Chapter 16
March 26	Chapter 16	Read Chapter 17
March 28	Chapter 17	Read Chapter 18
April 2	Chapter 18 & Review	Study for Exam 4
April 4	Exam 4	Project Work
April 9	Project Work	Project Work
April 11	Project Work	Project Work
April 16	Guest Speaker	Prepare for Presentations
April 18	Presentations*	
April 23	Presentations*	
April 25	Presentations*	Study for Final Exam
Wednesday, May 2	Cumulative Final Exam	8:00-10:00 am

Remember, you must be present at all presentations in order to earn your own presentation points.