STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 220 – PRINCIPLES OF RETAILING

CIP Code: 52.1803
For assistance determining CIP Code, please refer to this webpage https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55
or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas Kocher
Updated by: Nicholas Kocher

School of Business and Liberal Arts
Department: BUSINESS
Semester/Year: FALL 2023
A. **TITLE:** Principles of Retailing

B. **COURSE NUMBER:** BSAD 220

C. **CREDIT HOURS:** *(Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)*

- # Credit Hours: 3
- # Lecture Hours: 3 per week
- # Lab Hours: 0 per week
- Other: 0 per week

**Course Length:** 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ☒

E. **GER CATEGORY:** None: ☒ Yes: GER
   *If course satisfies more than one:* GER

F. **SEMESTER(S) OFFERED:** Fall ☒ Spring ☐ Fall & Spring ☐

G. **COURSE DESCRIPTION:**

   This course represents a pragmatic approach to the study of retailing. Students identify best practices in retailing by examining case studies of real-world retail businesses. Students explore retail management alternatives relating to buying, pricing, sales promotion, customer service, store design, and staffing.

H. **PRE-REQUISITES:** None ☐ Yes ☒ *If yes, list below:*

   15 credits earned, or permission of instructor

   **CO-REQUISITES:** None ☒ Yes ☐ *If yes, list below:

I. **STUDENT LEARNING OUTCOMES:** *(see key below)*

   By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th><strong>GER</strong> [If Applicable]</th>
<th><strong>ISLO &amp; SUBSETS</strong></th>
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<tbody>
<tr>
<td>a. Identify best practices in operating a retail business.</td>
<td>Relate and interpret essential concepts of accounting, economics, finance,</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<tr>
<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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</table>
| 1 | Communication Skills  
Oral [O], Written [W] |
| 2 | Critical Thinking  
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3 | Foundational Skills |
Information Management [IM], Quantitative Lit./Reasoning [QTR]

4 Social Responsibility
Ethical Reasoning [ER], Global Learning [GL],
Intercultural Knowledge [IK], Teamwork [T]

5 Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes □ No ☑

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship (program, class, project)

K. TEXTS:
None (OER course materials)

L. REFERENCES:
None

M. EQUIPMENT: None □ Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Quizzes, Exams, and Participation

P. DETAILED COURSE OUTLINE:

I. Introduction

A. Opportunities in Retailing
B. Careers in Retailing
C. Historical Perspectives
D. Classification of Retailers
E. Retail Change

II. Retail Planning and Strategy

A. Consumer Behavior
1. Consumer Goods Classification
2. Consumer Buying Decisions

B. Strategic Planning
   1. Business Objectives
   2. Store Image
   3. Target Market
   4. Market Segmentation
   5. Retailing Mix
   6. Differential Advantage

C. Store Location
   1. Trading Area
   2. Types of Shopping Areas
   3. Site Considerations

D. Store Design and Layout
   1. Exterior Design Decisions
   2. Interior Design
      a. Layout
      b. Traffic Flow

III. Staffing

A. Employee Qualifications
B. Part-Time Employees
C. Scheduling

IV. Merchandise Management

A. Assortment Planning
   1. Target Market
   2. Depth
   3. Breadth
B. Buying
   1. Sources
   2. Available Terms of Sale
   3. Supplier Relations
C. Pricing
   1. Price-Quality Image
   2. Price Policies
   3. Markup
   4. Pricing Adjustments
   5. Break-even Analysis
D. Merchandise Control
   1. Turnover Rate
   2. Inventory
   3. Stock Shortage

V. Retail Promotion and Services
   A. Advertising
   B. Personal Selling
   C. Display
   D. Credit
   E. Delivery
VI. Accounting and Expense Control
A. Accounting Records
B. State and Federal Reports
C. Computer Usage

VII. Problems and Barriers to entry
A. Equity funds
B. Sex, color, religion
C. Licenses and permits
D. Zoning restrictions

Q. LABORATORY OUTLINE: None ☒ Yes ☐