

Business Administration

Course Number:	BUAD 297
Course Title:	RETAILING
Credits:	3
Calendar Description:	This course covers strategic retail management and orients students to the dynamic and competitive nature of the industry. Topics include current issues in retail, managing the retail operation, pricing, inventory management and control, store design and location. <i>(also offered by Distance Education)</i>
Semester and Year:	FALL 2021
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty –

Professors

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Evaluation Procedure

Group Work	
Capstone Project (20% Final Report, 10% Presentation)	30%
Case Presentation	10%

Individual Work

Course Schedule

		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6	
Week of:			
Sep	8	Orientation and Introduction to Course Introduction to the world of retailing	Ch. 1
	14	Types of Retailers	Ch. 2

