

**NATIONAL UNIVERSITY OF SINGAPORE**  
**School of Business**  
**Department of Marketing**

**MKT2411 Retail Entrepreneurship**  
**(under Internal Blended Learning Online Courses or iBLOC and offered through Coursera platform)**

Session: Semester I, 2016/17

Instructors: Assoc Prof Lau Geok Theng  
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### **Course Objectives**

This course seeks to introduce participants with the basic concepts, tools, and principles for marketing and managing a retail operation. Retail decisions such as target market, retail concept, merchandising and sourcing, pricing and mark-up, store location, store design and layout, retail promotion, staffing and customer service, and security will be examined. Retail decisions related to online retail operation will be examined.

Students are encouraged to examine retailing from an entrepreneurship perspective and they are encouraged to explore the challenges involved in starting a new retail operation. The group project in this module will largely require this perspective.

### **Required Text**

Michael Levy, Barton A. Weitz and Dhruv Grewal, Retailing Management, Ninth Edition, McGraw Hill International Edition, 2014. ISBN: 978-1-259-06066-3.

## Course Topics

Introduction and Definition of Retailing  
Structure of Retailing, Parties in Retailing and Retail Mix  
Retail Entrepreneurship and Retail Business Plan  
Types of Retailers and Retail Operation  
Online Retail Operation and Multi-channel Retailing  
Retail Consumer Behaviour  
Retail Marketing and Financial Strategy  
Retail Location  
Retail Information Technology and Supply Chain Management  
Retail Merchandise Planning and Management  
Store Management  
Retail Pricing  
Retail Human Resource Management and Customer Services  
Retail Customer Relationship Management  
Retail Communications

## Assessment

*Class Participation – 25%*

*Individual Test – 20%*

*Video Quizzes – 10%*

*Individual Assignments – 25%*

*Group Project on Business Plan to Start a New Retail Business in Singapore – 20%*

## Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>