

Name of	Logistics Management
Title of Module	Retail Management and Logistics
Responsible person	Prof. Dr. Fabian Tjon
Lecturer	Dr. Cindy Chung, Dipl.-Log. (FH) Munir Mühlenberg
Module Code	LOG20
Type of Module	O obligatory module), x elective module
Level (BA / MA)	O BA x BSc O BEng, O MA O MSc O MEng O MBA
Language	English
Related Degree Programme/s	Logistics Management (B.Sc.)
Department	Management and Communication
Location	O Gießen, x Friedberg
Availability/frequency of module	O every semester, O annually in the Winter Semester, x annually in the Summer Semester,
Hours per Week / Workload	42 HpW, contact hours per week 150 H in total
Number of CrP/ECTS	5 ECTS/CrP
Forms of instruction	X lecture, X seminar, O supervised training, O Laboratory Practical Course
Qualifications and Goals	Retailers today must make complex decisions about selecting the appropriate target market and locations, determining what merchandise and service to offer, training and motivating retail employees, and deciding how to price products and present merchandise. To survive and prosper in the retail jungle, retailers must build a path based on well-developed strategic plans and use state-of-art information and distribution systems to implement them. This module introduces students to the world of retailing from a managerial viewpoint. It begins by confirming the strategic significance of good retail planning and explores the complex nature and environment of retail marketing management. Students study the main elements of the retail mix, including types of retailing, multichannel retailing, consumer buying behaviour, retail marketing, the selection of retail site locations, logistics and supply chain management strategies and basic elements of store management, store layout and design.
Short Description of Contents	This module introduces students to the world of retailing from a managerial viewpoint. It begins by confirming the strategic significance of goods retail planning and explores the complex nature and environment of retail marketing management. Students study the elements of the retail mix, inc. types of retailing, multichannel retailing, consumer buying behaviour, retail marketing, selection of retail site locations, logistics/supply chain management strategies and store management.

Description of Contents	<p>Part 1: Principles of retail management</p> <ul style="list-style-type: none"> - Introduction to retailing - Relationships in retailing - Strategic Planning in retailing - Retail institutions, Web, nonstore-based retailing and other forms of non-traditional retailing - Targeting customer and gathering information - Choosing a store location - Managing a retail business <p>Part 2: Challenges and opportunities in retail management from the suppliers perspective</p> <ul style="list-style-type: none"> - Strategic involvement of customers in Supply Chain activities - transferring and adapting customer requirements backwards along the supply chain processes - Reduction of costs and complexity in collaboration with customers (e.g. efficient unit loads, delivery structure) - Cross-functional optimization with customers to improve service level (e.g. Collaborative Planning, Forecasting and Replenishment, alignment with planning, logistics & distribution centre) - Implementation of customer standards to reduce work-arounds (e.g. GS1 best practices) - transparency and root cause analysis with KPIs / Balanced Scorecards
Prerequisites	(1) basics in logistics and business administration, (2) B2 level in English
Assessment	O oral (O examination of xx minutes, O presentation), X written (X examination of 90)
Literature/Textbooks	Berman, Barry; Evans, R. Joel (2013), Retail Management (12th Ed.), Pearson: Essex. Additional resources (e.g. journal articles, cases and solution spreadsheets) will be made available through the course website in Moodle respectively.
Other	