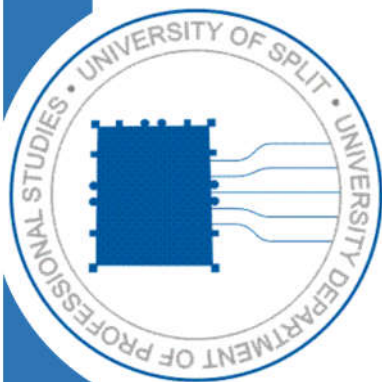


Course syllabus

Contemporary Retail Techniques



COURSE DETAILS

<i>Type of study programme</i>	Graduate professional study programme- 120 ECTS	
<i>Study programme</i>	BUSINESS TRADE	
<i>Course title</i>	Contemporary Retail Techniques	
<i>Course code</i>	DTP021	
<i>ECTS (Number of credits allocated)</i>	6	
<i>Course status</i>	Core	
<i>Year of study</i>	Second	
<i>Course Web site</i>	https://moodle.oss.unist.hr/course/category.php?id=21	
<i>Total lesson hours per semester</i>	Lectures	30
	Auditory exercises	30
	Practicals	
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Ivana Plazibat, Ph.D., College professor	

COURSE DESCRIPTION

<p><i>Course Objectives:</i></p>	<ul style="list-style-type: none"> • Expanding comprehension of contemporary skills and knowledge in retail business. • Understanding modern retail techniques and technologies. • Detecting new methods of communication with customers through new forms of retail. • Becoming familiar with the elements of multi-channel commerce.
<p><i>Learning outcomes</i></p> <p><i>On successful completion of this course, student should be able to:</i></p>	<ol style="list-style-type: none"> 1. Demonstrate the latest achievements in the field of retail. 2. Assess the determinants of retailer's strategy. 3. Interpret the elements of retailer's success. 4. Connect retailer's strategy and financial success. 5. Revise retailer's and customer's communication. 6. Reassess retailer's strategy.
<p><i>Course content</i></p>	<p>Retail introduction: what is retail; social and economic importance of retail; prospects and opportunities in retail. Types of retail: classification and characteristics. Retail strategy: what is it; creating competitive advantage. Growth strategies: new forms, the growth of retail sales outside the store. Development and motives of retail internationalization: clustering, new forms of distribution and new technologies in the distribution; introduction of the trademark. Modern retail trends: new forms of retailing, the convergence of retail, retail technology. Multichannel retail: causes and significance; store, catalogue and Internet sales; multi-channel sales achievement conditions. Communication mix in retail: methods of communicating with customers; communication planning. Customer services: strategic benefits of service, evolution of customer service.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4,5
<i>Auditory exercises</i>	30 hours / 1 ECTS	2,6
<i>Preparation and delivery of mid-term exams</i>	15 hours / 0,5 ECTS	1,2,3,4,5
<i>Practical demonstration</i>	45 hours / 1,5 ECTS	2,3,4,5,6
<i>Performance analysis</i>	15 hours / 0,5 ECTS	2,3,4,5,6
<i>Self-study</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Office hours and final exam</i>	15 hours / 0,5 ECTS	1,2,3,4,5
TOTAL:	180 hours / 6 ECTS	1,2,3,4,5,6

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Seminar (written)</i>	50 - 100	20
<i>Seminar (oral)</i>	50 - 100	5
<i>First mid-term exam</i>	50 - 100	35
<i>Second mid-term exam</i>	50 - 100	40

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (include all continuous testing indicators)</i>	70 (50) - 100	25
Testing indicators – makeup exam (third and fourth exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (include all continuous testing indicators)</i>	70 (50) - 100	25

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 62%	<i>basic criteria met</i>	sufficient (2)
63% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

ADDITIONAL INFORMATION

Teaching materials for students (scripts, exercise collections, examples of solved exercises), teaching record, detailed course syllabus, application of e-learning, current information and all other data are available by MOODLE system to all students.