



Stony Brook University College of Business

The State University of New York, Korea

Professor:	Sungjoon Nam	Retail Management (BUS361-90)
Semester:	Spring 2021	
Class time:	Monday and Wednesday 5:00-6:20PM	
Office:	B505	
Tel:	032-626-1957	
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Office hour:	Monday and Wednesday 04:00-05:00 PM, by appointment	

Course Description

This course will cover the overview of the retail management. Familiarize students with the decisions involved in developing a sustainable competitive advantage in retailing and the concepts and principles for making those decisions.

Course Text Book

Retail Management, 9th edition, by Michael Levy, Barton Weitz, and Dhruv Grewal
Available at Amazon.com (e-book)

Class Attendance

You should plan to attend all classes.

Exam

The specific format of the exams will be announced later in class. Make-up exams are only offered in case of medical, family or other emergencies (Emergency: a sudden, urgent, usually unexpected occurrence or occasion requiring immediate action). Job interviews, personal travels are not considered as emergencies. Students seeking make-up exams must notify me immediately and no later than 24 hours after the scheduled exam starts and provide valid evidence in a written form demonstrating the emergent nature of the occurrence. The make-up exam will be scheduled within 48 hours after the scheduled exam starts.

Final Group Project

The final project will account for 25% of your performance. You are going to present a retail project case in the last two sections. The presentation time will be determined by number of presenters. Group project with no more than 5 members.

Software

Tableau Software Desktop version (<http://www.tableausoftware.com/tft/activation>). This is not installed at computer lab. Please install it in your personal computer in prior to class (it is big about 1G and takes some time to install).

Grade Determination

1. Exam 55%
2. Final project 25%
3. Homework 10%
4. Class attendance 10%

Total: 100%

There is **NO** extra-credit. The following criteria will be used for assigning the final grade. Grades are based on the ranking (not the absolute score) of the total scores among students: **A** (top 30%); **B** (top 30-70%); **C** (top 70-95%); **D & F** (bottom 5%).

Homework

Please submit as a hard copy before the class starts. Late submission will be discounted by 10% per day. For example, 3-day late submission will be discounted by 30%.

Confidentiality

From time to time in the course, you will be exposed to potentially sensitive company data. In order to assure continued support for the school and this course, it is assumed that no course materials, data, or software will be reproduced or shown to anyone outside this class without the instructor's consent.

Office Hours

To make an appointment, please send me a brief e-mail or schedule the appointment after class. Via email: I regularly read my email. This is the fastest and most reliable way of making contact with me.

Teaching Assistants

There is no teaching assistant for this course.

Course Outline

The order and contents of the schedule could be changed during the course.

<i>Dates</i>	<i><u>Software</u></i>	<i>Topic</i>	<i>Readings</i>
Week 1		Introduction	Chapter 1
Week 2		Types of Retailers, Multichannel Retailing	Chapter 2, 3
Week 3		Online Retailing	
Week 4		Customer Buying Behavior, Retail Market Strategy	Chapter 4,5
Week 5		Financial Strategy	Chapter 6
Week 6		Mid Term	
Week 7	Tableau Software	Data Visualization & Retail Locations	Chapter 7, 8
Week 8		Information Systems and Supply Chain Management	Chapter 10
Week 9		Customer Relationship Management	Chapter 11
Week 10		Merchandising	Chapter 12,13
Week 11		Retail Pricing & Communication Mix	Chapter 14,15
Week 12		Final Project Consultation	
Week 13		Group project presentation	
Final exam week		Final Exam	