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|  <p><b>ITAM</b><br/>Information Technology &amp;<br/>Administrative Management<br/>Central Washington University</p> | <p><b>RMT470</b><br/><b>Critical Issues in Retailing</b><br/><b>Course Syllabus - 4 credits</b></p> |
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## **COURSE DESCRIPTION**

This capstone course focuses on current retail management and technology literature and case studies.

## **PURPOSE OF COURSE**

This course is intended to expose pre-graduation retail seniors to a variety of topics pertaining to the retail industry. Some of these topics have not been included in previous retail coursework and others provide the opportunity for students to synthesize and integrate the knowledge gained in the courses they have completed. The seminar format and case study approach of the course will allow the students to think critically about important professional issues and to hone their decision-making and team-building skills.

## **COURSE OBJECTIVES**

Upon completion of this class, you will be able to:

- Integrate previous course work and work experiences in class discussions
- Identify managerial, corporate, and global issues facing the retail industry today
- State viable solutions to the problems facing the industry
- Improve written and oral communication skills through case-study analysis/presentation, debate exercises, and completion of retail buying project

## **LEARNER OUTCOMES AND PERFORMANCE INDICATORS**

Upon completion of this course, you will be able to:

| <b>Learner Outcome</b>   | <b>Assessment</b>  |
|--|--|
| 1. Synthesize retail management course work and retail work experiences in class discussions.        | Complete homework assignments which demonstrate knowledge and understanding of complete scope of retail management.                              |
| 2. Understand the complex managerial, corporate, and global issues facing the retail industry today. | Use textbooks, libraries, government agencies, professional contacts, and Internet/WWW to locate and debate information about retail management. |
| 3. Become familiar with viable solutions to the problems facing the industry.                        | Provide examples and solutions to current and future retail management problems.   |
| 4. Competent in the use of electronic mail and Power Point presentation.                             | Demonstrate competence in the use of electronic mail and Power Point.  |
| 5. Incorporate technology into   | Demonstrate and provide evidence of technology in  |

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| presentations and assignments.  | presentations and written assignments.  |
| 6. Understand how computers and the World Wide Web can be used in retail management operations. | Demonstrate the ability to use the Internet/WWW to locate information provided by small businesses and government agencies. |

### **METHODS OF INSTRUCTION AND MODE OF DELIVERY**

This class is taught in a seminar format consisting of mini-lectures, class discussions and debate and in-class learning activities. Students will be asked to read and analyze case studies on a variety of issues important to the retail management and technology industry. Students will be asked to present a number of topics and cases for discussion during the quarter in addition to completing an individual research assignment and executive summary for specific topics.

### **RESOURCES**

- Wall Street Journal
- Case Studies
- Trade Publications and Academic Journals
- Internet/WWW
- Power Point Handouts
- CWU eLearning - Blackboard Support Web Page: <http://courses.cwu.edu>