

Minnesota State College Southeast

RESL 1218: Retail Business Operations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The basic operational side of a retailing business is the focus of this course. The course covers information on housekeeping, cashiering, customer service, security, shoplifting, marking, receiving and storing of merchandise. Principles and techniques for physical layout of the selling floor utilizing retail layout principles to create a store image and ambiance along with the calculation of layout profitability ratios are addressed. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/27/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Explain floor layout importance
2. Identify customer service importance
3. Identify floor layout elements
4. Identify customer service characteristics
5. Use selling/non-selling space square footage
6. Define company customer service strategy
7. Develop layout budget
8. Select customer service methods
9. Choose decor
10. Select appropriate color theme
11. Identify customer service standards
12. Select appropriate store lighting
13. Assess company customer service
14. Assess traffic patterns
15. Layout selling space
16. Compare fixtures/store image
17. Identify consumer credit information sources
18. Identify consumer credit collection methods
19. Choose fixture types
20. Arrange new merchandise layout
21. Process customer adjustments
22. Arrange high theft merchandise layout
23. Place floor fixtures
24. Plan store entrance
25. Arrange sales support area layout
26. Receive merchandise
27. Calculate projected sales per square footage
28. Record receiving information
29. Draw store layout
30. Mark merchandise
31. Analyze layout security risk
32. Explain shrinkage
33. Evaluate layout's customer convenience
34. Evaluate layout's employee convenience
35. Describe retail theft methods
36. Identify anti-theft practices
37. Assess layout/store image
38. Evaluate overall store layout

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted