

The Hong Kong Polytechnic University
Hong Kong Community College

Subject Description Form

Subject Code	BHMH2147
Subject Title	Retail and Sales Management
Level	2
Credit Value	3
Medium of Instruction	English
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject equips students with the concept and knowledge of dealing with fundamental management issues which are of prime importance to the success of retail and sales management. This subject also prepares students to apply their knowledge learned in the workplace.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) identify and explain the functions and activities that retailers and sales forces perform in service industries; (b) explain the trends as well as issues that impact the retail and sales management in service industries; (c) articulate the concepts and theories for managing retail and sales performance; (d) apply the theories and knowledge learned to the issues of retail and sales management.
Subject Synopsis/ Indicative Syllabus	Introduction to Retail Management and Its Roles Retail management functions and decisions; Types of service retailing and their characteristics; Legal and ethical issues in retailing. Retailing Strategies and Plans Retail planning and management process; Customer service strategies in retailing; Market and location strategies for retail outlets; Types of retail strategies. Trends and Issues on Retailing Market and environmental trends in retailing; Best practices in retailing; Retailing technologies; Retailing in Hong Kong.

	Introduction to Sales Management and Its Roles Responsibilities and duties of sales managers; Performance quality of sales managers; Creating customer loyalty and value; Legal and ethical issues in selling. Sales Management Strategies and Plans Sales forces planning and organising; Sales force motivation and compensation; Sales force leadership; Sales force training; Sales force performance. Trends and Issues on Sales Management Trends in relationship selling; Communication for relationship building; Internet and IT applications in sales management.																																																				
Teaching/Learning Methodology	Lectures will focus on the introduction and explanation of key concepts, theories and strategies, with specific reference to current retail and sales management issues wherever appropriate. The teaching approach will help students develop retail and sales management knowledge and skills, in connection with local and global examples from various service industries. Tutorials will provide students with the opportunity to deepen their understanding of the concepts, theories and strategies taught in lectures and to apply them to the analysis of real-life issues. Activities in tutorials will normally include student presentations, discussions of problems and case studies. Industry personnel will be invited as guest speakers whose talks will strengthen the applicability and students’ understanding of retail and sales concepts and theories in a competitive business environment.																																																				
Assessment Methods in Alignment with Intended Learning Outcomes	A variety of assessment tools will be used to develop and assess students’ achievement of the subject intended learning outcomes. <table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="4">Intended subject learning outcomes to be assessed</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th></tr><tr><td>Continuous Assessment*</td><td>50</td><td colspan="4"></td></tr><tr><td>▪ Test</td><td>15</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>▪ Individual Assignment</td><td>10</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>▪ Group Assignment</td><td>20</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>▪ Participation</td><td>5</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Final Examination</td><td>50</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100</td><td colspan="4"></td></tr></table> <i>*Continuous assessment items and/or weighting may be adjusted by the subject team subject to the approval of the College Programme Committee.</i>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed				a	b	c	d	Continuous Assessment*	50					▪ Test	15	✓	✓	✓		▪ Individual Assignment	10	✓	✓	✓		▪ Group Assignment	20	✓	✓	✓	✓	▪ Participation	5	✓	✓	✓	✓	Final Examination	50	✓	✓	✓	✓	Total	100				
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Final Examination	50	✓	✓	✓	✓																																																
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	To pass this subject, students are required to obtain Grade D or above in <u>both</u> the Continuous Assessment and Final Examination.	
Student Study Effort Expected	Class contact	Hours
	▪ Lecture	26
	▪ Tutorial	13
	Other student study effort	
	▪ Self-study	52
	▪ Continuous Assessment	39
	Total student study effort	130
Reading List and References	Recommended Textbook Dunne, P., Lusch, R., & Carver, J. (2017). <i>Retailing</i>. (9th ed.), South-Western, Cengage Learning Hair, J. F., Anderson, R. E., Mehta, R., & Babin, B. J. (2010). <i>Sales Management: Building Customer Relationships and Partnerships</i>. South-Western, Cengage Learning. References Ogden, J. R., & Ogden, D. T. (2014). <i>Retailing: Integrated Retail Management</i>. Houghton Mifflin. Berman, B., Evan, J.R., & Chatterjee, P. (2018). <i>Retail Management: A Strategic Approach</i>. (13th ed.), Prentice Hall, Pearson Education. Levy, M., Weitz, B. A., & Grewal, D. (2019). <i>Retailing Management</i>. (10th ed.), McGraw Hill. Futrell, C. M. (2013). <i>ABC's of Relationship Selling through Service</i>. (12th ed.), McGraw Hill / Irwin. Jobber, D., Lancaster, G., & Le Meunier-FitzHugh, K. (2019). <i>Selling and Sales Management</i>. (11th ed.), Prentice Hall, Pearson Education. Manning, G., Ahearne, M., & Reece, B. (2018). <i>Selling Today: Partnering to Create Value</i>. (14th ed.), Prentice Hall, Pearson Education. Ingram, T., LaForge, R., Avila, R., Schwepker Jr., C., & Williams, M.R. (2015). <i>Sales Management: Analysis and Decision Making</i>. (9th ed.), Routledge.	