

### **Subject Description Form**

<b>Subject Code</b>	<b>SFT327FB</b>
<b>Subject Title</b>	<b>Fashion Retail Management</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: SFT326FB Fashion Consumer Behavior Exclusion: ITC3032R Fashion Retail Operations Management
<b>Objective</b>	The subject aims to develop understanding, knowledge and skills for students in managing fashion retail strategy, marketing and operations in fashion retail stores and shopping malls under the omni-channel era.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>(a) understand the strategic importance and develop a strategic view on fashion retail management;</li> <li>(b) comprehend the theories and concepts of retail management;</li> <li>(c) manage retail institutions for positive customer experience;</li> <li>(d) identify and explain the key factors contributing to the successful retail operations and marketing management in both online and offline channels;</li> <li>(e) apply theoretical knowledge and analytic skills to solve, independently or as part of a team, real-life fashion retail management problems, and to professionally present the solutions.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>(I) <b>A strategic view on fashion retailing</b>  Introduction to retailing  Strategic planning in retailing  Customer relationship management  Sustainable retailing</p> <p>(II) <b>Fashion retail marketing</b>  Merchandise planning  Pricing in retailing  Retail image building  Promotional strategy</p>

<b>Subject Synopsis/ Indicative Syllabus</b>	<b>(III) Fashion retail operations</b> Store location and layout planning Forecasting and inventory management Service management Customer experience management in retailing  <b>(IV) Contemporary issues in fashion retailing</b> Fashion retailing business models (e.g., Circular business models) Co-creation networks						
<b>Teaching/Learning Methodology</b>	Lectures will focus on the introduction and explanation of core concepts, theories, and knowledge of retail management. Seminars and tutorials will be used to integrate the learnt concepts and theories with the practice for managing retail stores and malls. Group discussion, presentation, case studies analysis and class exercise will be employed in tutorials. Various means, such as presentation, written report, test and examination, will be utilised to assess students’ performance.						
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	<i>Continuous assessment</i>	50%	✓	✓	✓	✓	✓
	<i>Examination</i>	50%	✓	✓	✓	✓	
	Total	100%					
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:  Coursework will be used to assess students’ understanding of the concepts, theories and knowledge learnt concerning retail marketing and operations management. Students will be required to apply retail management concepts and theories through identifying, analyzing and solving problems in the context of retail operations and marketing management.  Examination will be used to evaluate student’s knowledge of main concepts and theories of retail management with a focus on retail operations and marketing, and their ability to understand and apply the learnt concepts and theories in practice in an appropriate manner.						

	Students will be required to develop their skills in teamwork, communication, creative thinking and critical analysis of problems through conducting the group project.	
<b>Student Study Effort Expected</b>	Class contact:	
	• Lecture	26 Hrs.
	• Tutorial	12 Hrs.
	Other student study effort:	
	• Pre-class and assignment preparation	34 Hrs.
	• Self-study and group work	33 Hrs.
	Total student study effort	105 Hrs.
<b>Reading List and References</b>	<p><b><u>Books</u></b></p> <p>Berman B. &amp; Evans J. R. (2018), <i>Retail Management: A Strategic Approach (13<sup>th</sup> edition)</i>. Prentice Hall, NY.</p> <p><b><u>Journals</u></b></p> <p>International Journal of Retail and Distribution Management  Journal of Business Research  Journal of Operations Management  Journal of Retailing  Journal of Service Management  Apparel International  Textile Outlook International</p>	