

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Commerce and Trade (online)
Name of the subject in English:	Commerce and Trade (online)
Credit value of the subject:	4
The code of the subject in the electronic study system:	ON-COMTRA-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of this course is to introduce the student to the world of retailing from a managerial viewpoint. The course aims to equip students with a fundamental understanding of the retail industry, including its terminology, basic concepts, models, trends and management practices.

Students will be able to position the retail trade in the bigger context of the economy and explain its role and linkage to the fields of business and marketing.

After completing the course, students will be able to describe and analyse the drivers behind the strategic decisions made by retailers concerning the market, financials, location, merchandise and store management.

Students will also understand how retailing works in practice and apply the key activities of practical day-to-day retail management.

By the end of the semester be able to assess whether they are interested in pursuing a career in the retail industry.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides an interdisciplinary overview of the retailing industry. Students will study the elements that comprise the retail mix, including types of retailers, omnichannel retailing, retail marketing strategies, the role of private label brands, supply chain management, assortment planning, merchandising, pricing, store management and store layout. They will learn to classify and compare the various types retail institutions, and assess their strategic directions.

We will also explore e-commerce, its role in omnichannel retailing, and its trends and development directions. The course will also cover the latest retail industry developments and upcoming trends.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

At the beginning of every class students will review and refresh last lecture's content via an online quiz. Evaluation of the quiz results will be discussed and explained by the students. Students will also be discussing some topics and dilemmas connected to the lecture materials in small groups. The Mentimeter platform will also be used to collect feedback and questions from students.

As an optional task at the end of the semester, students can write a short self-reflective essay about their course learning experience, answering the questions below:

1) What concept or piece of information did you find the most interesting and/or most useful in the course and why?

2) How do you think you will be able to apply it in the future?

The answer should not exceed 1,500 characters (with spaces).

One or both of the recommended Coursera courses, connected to retail management, can be completed by the students. 5 extra points can be gained by completing one of the courses (the 5 points can not be exceeded, even if the student completes both courses).

1) Fashion Retail Transformation by Parson School of Design, The New School

<https://www.coursera.org/learn/fashion-retail-transformation> (optional, for 5 extra points).

2. Channel management and Retailing by IE Business School

<https://www.coursera.org/learn/channel-management>

EVALUATION OF THE SUBJECT:

Students will be required to take an online final exam after the course. A maximum of 100 points (equivalent to 100%) can be gained on the exam. In order to pass the course, a minimum result of 60 % has to be achieved on the final exam. The extra points gained via the optional assignments throughout the semester will be added to the exam result only if it exceeds 60%.

Students will also be able to earn extra points as outlined below. These are optional and voluntary, open to students who attend the lectures and do some extra work.

1. Participating in the online quizzes at the start of every lecture. 1 point can be gained for each participation. The performance on the quiz will not impact the points. A total of 10 points can be collected this way (there will be 10 classes with quizzes).

2. Writing a short self reflective essay, as described in the planned learning activities section of the syllabus. (Max. 2 points)

3. Taking one of the recommended Coursera courses, for 5 extra points (the 5 points can not be exceeded, even if the student completes both courses). Students must provide an official certificate of completion for the course.

In total, students can gain a maximum of 17 extra points if taking advantage of every optional task.

The evaluation scale: (regardless of the extra points, students must achieve at least 60% on the exam to pass the course)

Excellent (5): 90 % and above

Good (4): 80 % - 89%

Satisfactory (3): 70 % - 79%

Pass (2): 60 % - 69%

Fail (1): 59% and below

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Berman, Barry,: *Retail management : a strategic approach.* , 2018 (Thirteenth Global Edition, Harlow : Pearson. Available as physical copy in the library, as well as in e-book format through ProQuest.)
- Laudon, Kenneth C.,: *E-commerce 2021-2022 : business. technology. society.* Pearson, c2021 (Seventeenth Edition, Harlow : Pearson. Available in e-book format through ProQuest.)

RECOMMENDED READING LIST:

- Levy, Michael,: *Retailing management.* McGraw-Hill Education, cop. 2019 (Available as hard copy in the library.)