

**JAMESTOWN COMMUNITY COLLEGE**  
**State University of New York**

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**INSTITUTIONAL COURSE SYLLABUS**

**Course Title:** Retail Mgm/Franchise Ownership

**Course Abbreviation and Number:** ENT 1470

**Credit Hours:** 3

**Course Type:** Lecture

**Course Description:** This course covers major retailing topics, including consumer behavior, information systems, store location, operations, service retailing, the retail audit, retail institutions, franchising, human resource management, computerizations, and retailing in a changing environment. Its decision-making orientation provides a real-world approach focusing on small retailers.

**Eligibility:** ENG 1510 without supports or **Corequisite:** ENG 1510 with supports.

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**Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Describe the environment of retailing including different types of retailers, multichannel retailing, and customer buying behavior.
  2. Demonstrate an understanding of retailing strategy including market and financial strategies, retail locations, human resource management and customer relationship management.
  3. Identify important aspects of information systems and supply chain management as they relate to the retail store.
  4. Describe merchandise management including planning, buying, pricing, and merchandise mix.
  5. Identify the important aspects of store management and customer service.
  6. Describe how franchising works and identify important components of this type of business ownership.
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**Topics Covered:**

- Introduction to the world of retailing
  - Types of retailers
  - Multichannel retailing
  - Customer buying behavior
  - Retailing market strategy
  - Financial strategy
  - Retail locations
  - Retail site location
  - Human resource management
  - Information systems and supply chain management
  - Managing merchandise assortments
  - Merchandise planning systems
  - Buying merchandise
  - Pricing
  - Retail communications mix
  - Managing the store
  - Store layout, design, and visual merchandising
  - Customer service
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**Information for Students**

- Expectations of Students
    - [Civility Statement](#)
    - [Student Responsibility Statement](#)
    - [Academic Integrity Statement](#)
  - [Accessibility Services](#)  
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
  - [Get Help: JCC & Community Resources](#)
  - [Emergency Closing Procedures](#)
  - Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

|       |        |     |        |     |        |     |     |
|-------|--------|-----|--------|-----|--------|-----|-----|
| A=4.0 | B+=3.5 | B=3 | C+=2.5 | C=2 | D+=1.5 | D=1 | F=0 |
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  - Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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**Effective Date:** Fall 2021