Note: This is a sample syllabus for reference of Cairo University faculty member. Please contact Professor Hassan El Alfy for more information.

COURSE DESCRIPTION:
This course introduces students to retailing from a theoretical and managerial perspective. Major topics covered include consumer behavior, research, store location, service retailing, retail institutions, franchising, operations management, human resource management, merchandising management and retailing in a dynamic environment. It also aims to help students learn to apply their retailing knowledge in a real-world environment via hands-on projects.

COURSE OBJECTIVES:
1) To critically analyze the retailing process, the environment in which it operates, and the institutions and functions that are performed.
2) To provide a foundation for those students who plan to work in retailing or related disciplines.
3) To develop students’ problem-solving skills through case analyses, both oral and written.

METHODS OF INSTRUCTION:
A combination of mini lectures, exercises, and hands-on projects will constitute the modus operandi in this course. LITTLE class time will be devoted to topics that the average student can readily comprehend on the basis of self study. This means, most of the time, however, students are required to prepare the assignment or case by studying the material on their own. The method of instruction depends on interactions between students as well as between students and the instructor.


GRADING CRITERIA:
Exams (3) 60%
Cases and App. Projects 25%
Quizzes (Attendance) & Participation 15%

STUDENT RESPONSIBILITIES:
Students are expected to:

- attend classes fully prepared to discuss and/or be quizzed on assigned readings and cases. (There will be unannounced quizzes as well as requirements to turn in
work completed in or outside the class; you cannot make-up for any in-class work or quizzes);

**CAUTION:** be responsible for the readings assigned in the syllabus whether or not the material is explicitly covered by the professor; most of the time I will NOT GO OVER THE TEXT MATERIAL in class as it is easy to comprehend when read carefully and regularly. The trick is to do the readings ON TIME; do not be behind in your readings as it will affect your performance at all levels (on the quizzes, exams and case analyses).

- complete all assignments ON SCHEDULE (Absolutely no late assignments are accepted with or without a valid excuse!)

- be in class ON TIME so that you will not miss the quiz which will be administered at the beginning of class

- contribute to class discussions;

- recognize that in addition to the text, everything presented in class by the instructor and other students as well as guest speakers will be considered for inclusion in the various exams;

- realize that missed exams without prior notice or documented evidence of a valid reason for failure to be present for the exams or oral or written assignments will result in an automatic F for the missed exam/assignment.

**EXAMS, QUIZZES AND RELATED POLICIES:**
There will be 2 exams and “pop” quizzes on the material ASSIGNED for that DAY. The exams will be a combination of multiple choice and short answer essay questions and problems.

Quizzes will be given in the first 15 minutes of the class time. If you are not ON TIME to take it, you will not be given extra minutes to finish it. So, PLEASE BE PROMPT about the attendance. We have a lot of material to cover and little time to do that, so PROMPTNESS is CRITICAL for this class and will be rewarded in multiple ways (such as via participation and quiz grades) just as tardiness will be detrimental to performance. At the end of the semester, your LOWEST (or one missed) quiz will be dropped from your record.

Both exams are scheduled well in advance and thus students are to arrange their personal schedules to be present. Documentation for valid excuses WILL be required before a make-up is considered. (To be fair to those who take the exam on time, make up exams will be more challenging than the regular ones.) Students must inform the professor PRIOR to missing an exam or even valid excuses will not be accepted.
CASES AND APPLICATION PROJECTS:
Both of these are critical to explicate the concepts, apply the conceptual material to real
world practice and to make our class and interesting and exciting one. They also
constitute a hefty 25% of your final grade, so, it is important to do them ON TIME and to
do them WELL. Both the cases and the projects are DUE ON THE DAY ASSIGNED;
NO LATE submissions are accepted. (The specific descriptions for the cases and
application projects are below.)

As with the quizzes, the LOWEST (or one missed) case or project assignment will be
dropped from the calculation of the final course grade. See the schedule for the case and
project assignments.

Everyone will be ready to summarize and share their case or project briefly when called
on in class. The class will be used as a forum to voice supporting or conflicting
arguments about the subject matter. This open forum not only adds to in-class
excitement, but it also helps to learn the conceptual material in a fun way. I consider the
cases and application projects as a very critical factor in this course and hope that you put
in the time and energy into them to maximize their value.

PROJECT FORMAT (for the cases and applications) is very important. Digression
from the format is unacceptable and the project will end up counting as a “missed”
assignment. Below is the format description:

1) The projects consist of 2 TYPED (single spaced) pages. The first page contains
the answer to the question; the 2nd page contains the bibliography used to address
the question. Attachments or appendices are not acceptable.

2) The (first and last) name appears on the top right hand corner.

3) The answers should be given in BULLET form or a similar fashion which allows
you to fit in all the information on a single page. Do not worry about composing
a perfect sentence; rather focus on presenting the most relevant and important
information in the provided space.

4) The bibliography should contain all the resources (online, offline, personal
interviews, etc) that you have used. The resources should be RESPECTABLE
AND CURRENT (no older than 2009). They should follow the Chicago manual
of style (http://www.chicagomanualofstyle.org/tools_citationguide.html) that you
are already familiar with.

SCHEDULE*

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>1/19</td>
<td>Organization/ Introduction to Retailing</td>
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<tr>
<td>1/24</td>
<td>Retail Classification/ Multichannel</td>
<td>Ch. 1-3</td>
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</tbody>
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1/26  Customer Buying Behavior  Ch. 4  CASE 1 DUE
1/31  Retail Strategy  Ch. 5
2/2   Field Work for APP. 1
2/7   Review & Apps.  APP. 1 DUE
2/9   EXAM I
2/14  Supply Chain  Ch. 10
2/16  CRM  Ch. 11  CASE 2 DUE
2/21  Merchandise Asstments.  Ch. 12
2/23  Merchandise Planning  Ch. 13  CASE 3 DUE
BREAK
3/7   Buying Merchandise  Ch. 14
3/9   Retail Pricing  Ch. 15
3/14  Retail Pricing, cont  Ch. 15
3/16  Review & Apps.  APP.2 DUE
3/21  EXAM II
3/23  Retail Comm. Mix  Ch. 16
3/28  Retail Comm. Cont.  Ch. 16  CASE 4 DUE
3/30  HR Mgmt.  Ch. 9
4/4   Store Mgt.  Ch. 17
4/6   Store Layout  Ch. 18
4/11  Store Layout Cont. & Apps  APP. 3 DUE
4/13  Customer Service  Ch. 19
4/18  Review
4/20  EXAM III
4/25  Overview & Apps.  APP. 4 DUE