Evaluation Procedure

Group Work	
Capstone Project (20% Final Report, 10% Presentation)	30%
Case Presentation	5%
Individual Work	
Participation	5%
Quizzes	10%
Mid-term Exam *	25%
Final Exam *	25%
Total	100%

* Students must earn half of all available exam marks to achieve a passing grade in the course.

Notes

Participation marks depend on regular attendance and active involvement.
Cases provide an in-depth examination of key issues in modern retailing.
The Capstone Project will require work over the entire semester; in addition, good quality English and grammar will be essential. The project will examine a local retailer and apply the concepts and principles covered in the course. The end result will be to demonstrate understanding of the theory, develop an appreciation for the challenges and opportunities facing retailers in the 21st century, and identify strategies by which retailers can mitigate threats and create competitive advantage.

Required Texts/Resources

Berman, B., Evans, J.R., & Chatterjee, P. (2018). Retail Management – A Strategic Approach, 13th Edition, Pearson Education, USA. ISBN 10: 0-13-379684-1 ISBN 13: 978-0-13-379684-1

Course Schedule

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “condua (OC), disr