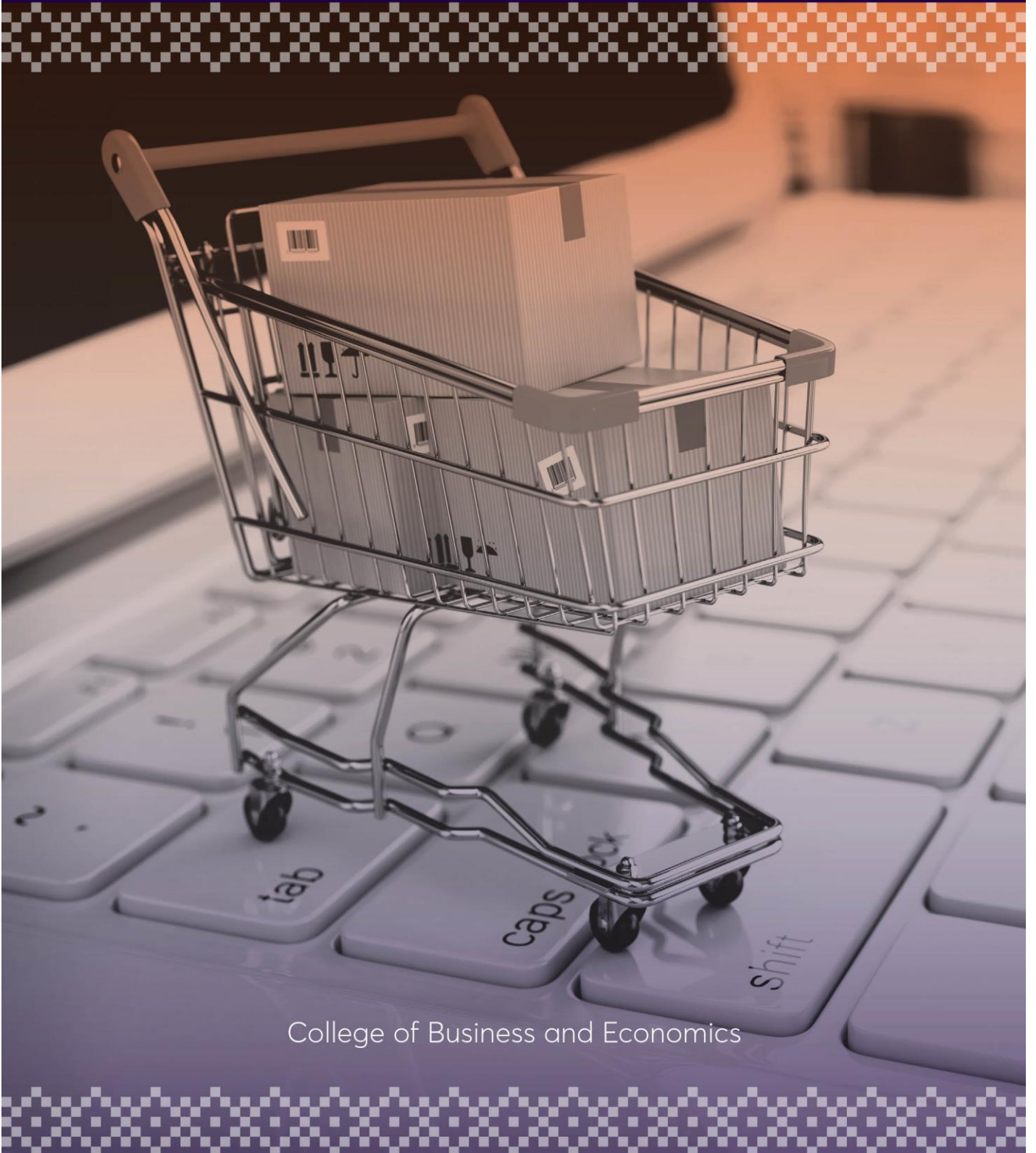




Department of Marketing Management
School of Consumer Intelligence and
Information Systems
Continuing Education and
Short Learning Programmes
Strategic Retailing



College of Business and Economics



STRATEGIC RETAILING

1. GENERAL

Thank you for your interest in the Strategic Retailing short course at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. ENTRANCE REQUIREMENTS

Applicants will only be considered if they meet the below entrance requirements:

NQF 6 in retail related field/ retail experience

Credits: 70

NQF 7

Period of study: 6 months

Application deadline: Corporate groups of minimum 20 students

3. ABOUT THIS PROGRAMME

Students will learn about the South African retail industry and the current industry trends. This programme enhances the students' financial management and people management skills in a retail context. Our specific focus is on applied retail strategy which develops strategic thinking skills, enabling the student to solve real business problems. Action learning and business simulation training is applied, which develops critical thinking skills among students.


Further studies:

Upon completion of this programme you may apply for the Advance Diploma in Retailing* This programme gives students credits towards modules on the Advance Diploma in Retailing.


*Admission requirements must be met

PROGRAMME OUTLINE

Learning unit name	Content description
--------------------	---------------------



<p>Retailing (8 days)</p>	<ul style="list-style-type: none"> • describe a retail environment, • differentiate between the types of retail structures and types of ownerships, • categories customers of a retail store into target groups, • state how consumers behave and more specifically how they engage and interact in a store environment, • examine the logistics and supply chain management issues in a retail business,
<p>Retail Today (3 days) Simulation Training Provided by Business Today</p> <p>Contemporary Retailing – 1A (5 days)</p>	<p>This intervention will take the form of a board-based simulation.</p> <ul style="list-style-type: none"> • make decisions in running a retail operation and experience the consequences of those decisions. • draft income statements, balance sheets and cash-flow statements for the simulated business and analyse these with reference to their decisions. • identify and measure the key drivers of business performance and understand how to give effect to these in the operational decisions they make. • critically analyse consumer groups for retail companies and discuss relevant retailing aspects which should be considered. <p>Identify and discuss the increasingly</p> <ul style="list-style-type: none"> • important role that green retailing is playing within the societies today and highlight the challenges for the future in this regard. • Interact with industry role players and devise a retailing strategy for a real-life challenge that is prevalent in the retail industry.
<p>Strategic Retailing (7 days)</p>	<ul style="list-style-type: none"> • Demonstrate a systematic understanding of international retailing thinking, practice, theory and methodology. • Analyse international business and retail strategies. • Discuss cooperative strategy, strategic leadership and style which will ensure strategic retailing practice. • Discuss the current thinking and practice regarding multichannel retailing.
<p>Labour Relations for Retailers (8 days)</p>	<ul style="list-style-type: none"> • demonstrate understanding of the South African Labour law and practice • develop a critical approach to employment relations literature, issues and practice applicable to the retailing sector. • manage employment relations processes within a retail environment.
<p>Cost and Financial Management for Non-Financial Specialists 4-A (8 days)</p>	<ul style="list-style-type: none"> • explain the basic principles of cost classification and terminology; • administer remuneration systems; • classify and analyse of overheads and allocation of overheads by means of predetermined rates;

- 
- | | |
|--|--|
| | <ul style="list-style-type: none">• understand the cost flow in a retail concern determine cost of retail products and services;• use Cost-Volume-Profit (CVP) analysis as a management tool; |
|--|--|

Career opportunities:

- Retail managers
- Retail buyers
- Retail operators

For more information: Please contact Mariette Frazer, email address: mfrazer@uj.za and office telephone number: 011 559 1414

Ready to apply?

Visit the UJ homepage www.uj.ac.za and click on Study@UJ to apply for this qualification. All applications are done online.

* Only corporate group applications accepted currently.

Cost: *Please visit the UJ Student Finance page for any queries related to the costs of this qualification. The student finance page can be accessed from the UJ home page at www.uj.ac.za. Click on Study@UJ and select Student Finance.*

*Pricing quoted based on group size

