



**Bournemouth  
University**

## MSc Retail Management

### School of Tourism

MSc Retail Management is designed to give you an academic and rigorous education in core business areas, whilst at the same time develop professional, intellectual and interpersonal skills.

Graduates will have developed the skills employers are asking for, including inter-personal skills, communication skills and information technology skills. This is evidenced by a number of studies identifying the changing skills of the profession, which suggest that employers are increasingly looking for the valued skills of communication, general management and technological adeptness.

**Start date:**

January

**Duration:**

12-15 months full-time, or 2 years with placement option. Part-time option available

**Entry requirements:**

An Honours degree is normally required, or substantial relevant industrial experience at senior management level.

**If English is not your first language:**

IELTS 6.0 (Academic) or above (with minimum 5.5 in all components)

**Contact Us:**

**askBU** Enquiry Service  
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Email: [askBUenquiries@bournemouth.ac.uk](mailto:askBUenquiries@bournemouth.ac.uk)

**Open Days:**

Log on to [www.bournemouth.ac.uk/opendays](http://www.bournemouth.ac.uk/opendays)

**Website:**

[www.bournemouth.ac.uk/courses/MSRMF](http://www.bournemouth.ac.uk/courses/MSRMF)

**Overview**

Retailing is one of the largest sectors in the world economy. In some countries it is well established with large multinational companies constantly evolving to attract customer spending. In developed markets, the retail industry accounts for over 10% of total employment. Increasing internationalisation of retail formats can be seen in rapidly developing retail markets with the entry of large international players. In these markets the requirement for good retail managers, buyers and merchandisers is particularly strong. The career prospects are very exciting and rewarding.

The retail industry is dynamic, challenging and provides a wealth of diverse career opportunities. International retailing is an established element within retailing and the global marketplace. The largest retailers within developed retail structures are becoming increasingly international in their operations.

This course deals with the practical development and application of the key operational aspects of retailing. It will help you to understand the contemporary retail environment and examine topical issues related to retail management. You'll learn from research-active, industry-experienced staff, with an optional 30-week work placement giving you further 'hands-on' experience and understanding of the industry.

You will develop analytical skills related to retail operations and the international retail environment, by considering international retail development and understanding the academic debate surrounding international retail activity, with a view to putting this knowledge into practice.

## Term One Core Units

### **International & Domestic Retailing: Principles & Practice**

This unit is concerned with the practical development and application of key operational aspects of retailing. It will help you to understand the contemporary retail environment and examine topical issues. Key aspects of retail management will be introduced and developed.

You will develop analytical skills related to retail operations and the international retail environment. These analytical skills will be developed through consideration of international retail development and through an understanding of the academic debate surrounding international retail activity, with a view to practical application.

### **Business Strategy and Finance**

The unit focuses on developing your in-depth understanding of the foundations of strategic analysis, strategic choice and related implementation strategies that usually tie into a corporation's business decisions.

This will also include a study of corporate finance within the context of an organisation's sources of finance, reporting and the interpretation of financial data. This is fundamental to the broader understanding of the dynamics of leisure-based industry sectors such as tourism, hospitality, events, sports and leisure.

### **Managing Organisations**

This unit will enable you to develop competence in the areas of human resource management and organisational behaviour appropriate to the development of a career in management in the service industries.

The unit focuses on the 'effective manager'. You will investigate the key roles and functions of service industry managers and how these may be affected by the structure and culture of the operating environment, particularly in international and multinational organisations.

It explores the effective deployment, development and evaluation of human resources. You will investigate the inter-relationships between organisational roles, cultures and resource allocation in organisations.

## Term Two Compulsory Units

### **Retail Marketing and Consumer Behaviour**

The aim of this unit is to develop your understanding of the current market environment for retailers and to understand how to apply marketing, consumer behaviour and general business theory to real situations.

You will develop a critical understanding of the individual and social processes underlying and influencing human behaviour, particularly as this relates to people as consumers and people as employees. Theories, concepts and models relevant to marketing and consumer behaviour will be applied to the retail industry.

### **Buying and Merchandising**

This unit emphasises the functional decision making processes necessary in a buying department of a typical retail organisation.

You will develop an understanding of the main issues in buying and merchandising and recognises the strong linkages and differences between the two functions. The unit provides sound underpinning for those who wish to progress within a career in either of these roles.

You will also examine the role of buying and merchandising across different retail sectors and experience some of the practices and processes involved.

Choose one of the following options

- Food and Drink
- Entrepreneurship
- Sport Tourism
- Ecotourism
- The Management of Natural & Cultural Tourist Attractions
- Tour Operations & Tourism Distribution Channel Management
- Air Transport, Tourism Development & Climate Change
- Conference Tourism
- International Hospitality Management
- Operations Management for the Hospitality Industry
- Tourism Planning and Projects
- Tourism Impacts & Sustainability
- Marketing for Tourism and Hospitality: principles and practice
- eTourism
- Consuming Sport
- Global Issues in Sport Management
- Work placement (30-week duration).

## Term Three

- 20,000-word dissertation.

## Placements

An exciting and valuable part of your studies with us is the opportunity to gain valuable experience through paid industrial placements.

Organisations that have previously employed School of Tourism students on placements include:

- Tesco
- Asda WalMart
- Debenhams
- Ikea
- Harrods
- B&Q
- Intercontinental Hotels Group
- Toyota
- Rugby Football Union
- Mattel
- Marriott Hotels
- L'Oreal
- Hilton Hotels
- Manchester United Soccer Schools
- Walt Disney Company Ltd
- The National Trust
- Whitbread Plc
- Unilever Group.

## Study and learn

BU combines the highest academic standards with professional accreditations and creates a stimulating and supportive environment for study, research and practice. We are proud of our strong links with industry and take advice about current and future developments from those working in the trade itself, continuously updating our courses to reflect those changes.

Our students benefit from an excellent academic education coupled with practice-based learning, ensuring that BU graduates are capable of making a real difference to their companies from day one.

## Career opportunities

Students who have studied Retail Management at BU have gone on to a wide range of careers both in the Retail sector and related industries. Graduates are working in both store operations roles and in every aspect of head office decision making. Graduates often hold senior management positions and a number are now main board directors for large multinational retailers.

## Research

There is a very active Retail Research Group at BU completing funded industrial consultancy projects, as well as pure academic research. All staff have strong publication records, with this cutting-edge research feeding through into teaching practice.

## Fees

The tuition fees for this course, for full-time students enrolling in academic year 2012/13 are:

- UK/EU full-time students: £7,000
- International (non-EU) full-time students: £13,000.

Fees for the placement year in 2012/13 are not yet confirmed. The fees for 2011/12 are:

- UK/EU full-time students: £665
- International (non-EU): £1,500

## Scholarships and funding

We offer scholarships to eligible students. For information about the fees and available funding associated with postgraduate study, contact us or visit our website: [www.bournemouth.ac.uk/funding](http://www.bournemouth.ac.uk/funding).

## International students

If you are joining us from outside the UK, we encourage you to read our online International Welcome Guide, which contains useful information about preparing to come to this country.

For more information please see

[www.bournemouth.ac.uk/futurestudents/international](http://www.bournemouth.ac.uk/futurestudents/international)

## How to apply

If you would like to apply for this course, you can apply directly to Bournemouth University (BU) using a direct application form.

You can complete the form electronically and email it to us, or print it out, complete it by hand and post it.

Please visit [www.bournemouth.ac.uk/apply](http://www.bournemouth.ac.uk/apply).

*Please note:*

*The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.*