

# BACHELOR OF BUSINESS ADMINISTRATION: RETAIL MANAGEMENT

## Programme Overview

A BBA: Retail Management will help you gain a thorough understanding of retail organisations through in-depth investigation and interrogation of what it takes to manage such functions, and develop relevant management skills to successfully perform your roles and responsibilities in retail more effectively.

### Compulsory Modules

- Economics I
- Financial Management I, II
- Information Communication Technology
- People Management I, II,
- Retail Management I, II, III
- Retail Marketing I, II
- Retail Strategic Management I, II

### Electives: Choice of two\*

- Financial Management III
- Retail Marketing III
- People Management III

\* Based on student numbers

### Exit Level Outcomes

Upon completion of this programme, you will be able to:

- Developing and monitoring a retail business strategy using the strategic planning process
- Analysing the impact of retail sector trends on the development of a business strategy
- Understand the importance of it in managing retail operations
- Applying strategic human resource management models to the retail environment

- Critically evaluate the impact of legislation on human resource management in the retail environment
- Applying talent management strategies within the retail sector
- Evaluating the impact of training and development interventions in a retail organization
- Developing a marketing and sales strategy for a retail business
- Conducting customer needs analysis and managing the retail marketing mix
- Developing a retail branding strategy
- Developing strategies to manage a retail organization's current assets and liabilities
- Determining the viability of a retail business
- Developing a retail business plan
- Analysing a retail store's performance and develop strategies for improvement of profitability and cash flow,
- Managing relationships with different stakeholders in the retail chain
- Developing a retail service quality management strategy
- Conducting research to assess retail service quality and applying relevant tools to monitor the retail service quality

### Entry Requirements?

A NQF Level 4 qualification (e.g. Matric exemption) and basic computer skills.

## Programme Structure

The BBA: Retail Management is an NQF Level 7 qualification, with 360 credits.

This qualification is offered over a minimum of 3 years.