**TRSM-RetailManagement Bachelors | version: 2018**

# Learning Outcomes

| LO | Description |
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| LO1a | Identify emerging trends when developing retail strategies to offer competitive customer experiences. |
| LO1b | Describe the retail industry including the nature of the local, national, and global retail environments, different sectors (grocery, apparel, etc.), types and sizes of retail operations across multiple channels. |
| LO1c | Analyze the impact of major external factors on the retail environment such as: cultural, economic, social and public policy contexts along with ethical and technological implications faced by retail organizations in local, national and global marketplaces |
| LO2a | Identify the interests and priorities of key stakeholders in the retail value chain. |
| LO2b | Describe the retail value chain including merchandising, sourcing, buying, logistics, importing /exporting, marketing, and operations across all channels. |
| LO2c | Evaluate how retail value chain processes are utilised to improve stakeholder relationship management. |
| LO3a | Analyze current and emerging ethical issues and conflicts in retail contexts to evaluate appropriate responses and options for ethical agency. |
| LO3b | Devise appropriate retail operational strategies from a sustainable, service orientation in order to achieve organizational outcomes and initiatives. |
| LO3c | Assess market segmentation factors and related effects on retail strategies. |
| LO4a | Employ systematic and critical thinking using appropriate tools to generate insights from diverse perspectives. |
| LO4b | Integrate interdisciplinary information, theory and perspectives from academic and business sources in decision-making processes. |
| LO4c | Devise arguments and articulate reasons for solutions while recognizing limits to knowledge. |
| LO4d | Critically evaluate evidence using appropriate models to generate innovative alternatives and make recommendations. |
| LO5a | Employ quantitative and statistical research approaches to making business decisions. |
| LO5b | Employ qualitative research approaches to making business decisions. |

| LO5c | Apply retail-specific techniques and software to collect, store and manipulate data in order to generate appropriate reports. |
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| LO5d | Utilize technology for analysis of data including financial, demographic, forecasting, retail math, and merchandise planning. |
| LO5e | Derive insights through the analysis and evaluation of data to make recommendations that may enhance and optimize retail performance. |
| LO6a | Communicate and justify business perspectives and solutions to diverse audiences. |
| LO6b | Compose clear, consistent and effective forms of written communications utilizing a wide range of media. |
| LO6c | Compose clear, consistent and effective forms of visual communications utilizing a wide range of media |
| LO6d | Compose and present clear, consistent and effective oral business presentations. |
| LO7a | Work inclusively to frame retail-related issues in a variety of organizational contexts. |
| LO7b | Work effectively in teams demonstrating respect for inclusiveness and diversity of opinions. |
| LO7c | Develop strategies and plans for ongoing personal, ethical, and professional development. |