					Document Code
	Universitas Negeri Surabaya **Faculty of Economics and Business** **Bachelor of Business Education Study Program**				

SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Retail Management		8721103024	Compulsory Study Program Subjects	**T=3**	**P=0**	**ECTS=4.77**	5	July 17, 2024

AUTHORIZATION	**SP Developer**	**Course Cluster Coordinator**	**Study Program Coordinator**
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Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**
	Program Objectives (PO)
	PLO-PO Matrix
	P.O
	PO Matrix at the end of each learning stage (Sub-PO)
	P.O — Week: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Short Course Description	Review and apply retail management concepts, ability to determine retail business strategies, design shop layouts, apply procedural procedures in modern retail. Lectures are carried out using a case study analysis system. presentation, discussion, practice, and reflection

References	**Main :**
	1. Michael Levy dan Barton A. Weitz. 2012.Retailing Management (5th edition). McGraw – Hill Irwin 2. Christina Widya Utami. 2010.Manajemen Ritel (strategi implementasi ritel modern). Jakarta : Salemba Emppat. 3. Asep ST Sujana. 2012. Paradigma Baru Manajemen Ritel Modern Pendekatan Category Management & Supply Management Chain Management 4. Sugiarta. I Nyoman. 2011. Panduan Prakktis & Strategis Retail Consumer Goods. Jakarta Selatan: Expose 5. Sopiah & Syihabuddin. 2008. Manajemen Bisnis Ritel. Yogyakarta: Andi
	Supporters:

Supporting lecturer	Dr. Tri Sudarwanto, S.Pd., MSM. Hapsari Shinta Citra Puspita Dewi, S.E., M.M Angga Martha Mahendra, M.Pd.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Able to understand the concept of retail business	1. Understanding retail business 2. Trends and trends emerging in the retail industry 3. Retail Function 4. Basic characteristics of retail 5. Opportunities arising in the retail business 6. Decision processes in retail management	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	discussion and reflection 3 X 50			10%
2	Define and describe customer shopping behavior in retail businesses	1. Types of shopping decisions 2. Customer shopping process 3. Factors influencing shopping decisions	**Form of Assessment** : Project Results Assessment / Product Assessment	discussion and reflection 3 X 50			5%
3	Describe the classification of retail businesses and analyze effective ways to increase sales	1. Retail business classification 2. Types of retail businesses 3. Retailing classification 4. In-store retailing vs non-store retailing	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Tests	discussion and reflection 3 X 50			0%
4	Analyze and conclude effective and efficient retail marketing strategies	1. Introduction to retail business strategy 2. Development of sustainable competitive advantage (sustainable competitive advantage) 3. Retail / retail business strategic planning process	**Form of Assessment** : Participatory Activities	discussion and reflection 3 X 50			0%
5	Analyze and conclude effective and efficient retail marketing strategies	1. Introduction to retail business strategy 2. Development of sustainable competitive advantage (sustainable competitive advantage) 3. Retail / retail business strategic planning process	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Tests	discussion and reflection 3 X 50			0%

6	Elaborate and conclude Achieving competitive advantage from human resource management and developing human resource policies in retail	1.Achieving competitive advantage from human resource management 2.International human resources issues 3.Trends in human resource management 4.Develop human resource policies	**Form of Assessment** : Participatory Activities	discussion and reflection 3 X 50			0%
7	Elaborate and conclude Achieving competitive advantage from human resource management and developing human resource policies in retail	1.Achieving competitive advantage from human resource management 2.International human resources issues 3.Trends in human resource management 4.Develop human resource policies	**Form of Assessment** : Participatory Activities	discussion and reflection 3 X 50			0%
8	UTS		**Form of Assessment** : Test	3 X 50			20%
9	Describe retail operations methods and analyze effective and efficient methods	1.Retail in the form of shops 2.Retail in non-store form 3.Franchise Retail	**Form of Assessment** : Participatory Activities	discussion and reflection 3 X 50			5%
10	outline and analyze strategic advantages gained through supply chain management and rapid response delivery systems	1.strategic advantages gained through supply chain management 2.information flow in retail 3.physical logistics flow of merchandise 4.fast response delivery system	**Form of Assessment** : Participatory Activities	discussion and reflection 3 X 50			5%
11	outline and analyze strategic advantages gained through supply chain management and rapid response delivery systems	1.strategic advantages gained through supply chain management 2.information flow in retail 3.physical logistics flow of merchandise 4.fast response delivery system	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	discussion and reflection 3 X 50			5%

12	outline and analyze the customer relationship management process based on customer relationships (CRM)	1.Customer relationship management process 2.Collection of consumer data 3.Analyze consumer data and identify target consumers 4.Develop a customer relationship management (CRM) program 5. Implementation of customer relationship management (CRM) programs	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Tests	discussion and reflection 3 X 50			5%
13	describe and analyze the principles of store management. Analyze techniques for displaying goods effectively and efficiently	1. Principles of store management 2. Requirements for setting up a store 3. Techniques for displaying goods 4. Keys to success in managing a store 5. Consumer totality in service	**Form of Assessment** : Project Results Assessment / Product Assessment	discussion and reflection 3 X 50			5%
14	explaining the importance of design, preparing store layout and design, preparing store "space" planning, techniques for arranging and displaying merchandise	1.The aim of good store layout and design 2.preparing a store "space" plan 3.Techniques for arranging and displaying merchandise	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment	discussion and reflection			10%
15	describe and analyze the importance of service quality in the retail business	1.Quality of service 2.Service quality concept 3.the importance of service in retail business	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment	discussion and reflection 3 X 50			5%
16			**Form of Assessment** : Test	Final Semester Examination (UAS) 3 X 50			24%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	24.17%
2.	Project Results Assessment / Product Assessment	24.17%
3.	Portfolio Assessment	5%
4.	Test	45.67%
		99.01%

Notes
1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills

and knowledge.

3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.