



GRADUATE CERTIFICATE IN RETAIL MANAGEMENT (GCertRM)

The Graduate Certificate in Retail Management will provide students with skills and competencies specific to the retail sector in the disciplines of management and marketing. The degree also offers a choice of supporting elective subjects across several key business disciplines, selected by students according to their professional needs.

The structure of this course is two core subjects of Retail Marketing and Retail Management and two elective subjects.

Upon successful completion of the Graduate Certificate in Retail Management, students may apply to progress to the Master of Retail Management with credit for subjects completed in the Graduate Certificate.

ENTRY REQUIREMENTS – GCertRM

Applicants must have a relevant professional qualification (minimum 2 years full-time study) with at least 2 years relevant professional work experience.

International applicants must also meet the University's English Language requirements as set out at www.uow.edu.au/prospective/international/.

APPLICATION

To apply for the Graduate Certificate in Retail Management or the Master of Retail Management, please see our website at www.uow.edu.au/gsb/.

FURTHER INFORMATION

For further information about our School, please visit www.uow.edu.au/gsb/ or contact our offices at:

Wollongong Campus
Building 38, Level 1
Northfields Avenue,
Wollongong, New South Wales, 2522

Telephone: + 61 2 4221 3751
Facsimile: + 61 2 4221 4709
Email: gbsb@uow.edu.au

Sydney Campus
Sydney Business School

Level 14, 175 Liverpool Street
Sydney, New South Wales, 2000

Telephone: +61 2 92661300
or 1300 727 622
Email: sbs@uow.edu.au

Course and Admission Information

Telephone: 1300 367 869

www.uow.edu.au/prospective/index.html



University of Wollongong 

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MASTER OF RETAIL MANAGEMENT (MRM)



GRADUATE SCHOOL
OF BUSINESS



MASTER OF RETAIL MANAGEMENT (MRM)

OVERVIEW

Retailing is a major sector of the Australian economy. Globally, retailing is one of the fastest growth areas for employment. In recent years, retailers have had to deal with increased levels of competition, the growth of the internet, new forms of technology and consumers who are looking for better value together with higher quality service. As a result, retailers require managers with the necessary skills to tackle and meet those challenges.

The Master of Retail Management equips students with the strategies for dealing with issues unique to retail and the education necessary to succeed in leadership roles within the sector.

This new degree is offered at both Sydney and Wollongong on a part- and full-time basis with most classes being offered either in the evenings or in intensive mode.

Upon successful completion of the MRM, students may apply to enrol in another of the School's Masters programs and apply for credit for previous postgraduate studies. Those graduates who meet the Master of Business Administration entry requirements may apply to enrol in the Master of Business Administration program, and will be required to complete a further six specified subjects as determined by the Graduate Studies Advisor.

COURSE STRUCTURE:

Eight (8) core subjects totalling 48 credit points.

Retail Management

This subject enables students to: acquire a broad background and specific management skills in retail management; understand the importance of retailing as a customer focused activity; understand the

supply chain dynamics of the retail sector; and understand the varied international approaches to retail management.

Retail Marketing

This subject enables students to: appreciate the key elements of retail marketing management; acquire skills in retail marketing management; understand the key role that retail marketing plays in the development of an overall coherent retail management strategy; acquire skills to develop promotional and branding strategies.

Accounting for Managers

This subject enables students to demonstrate an understanding of the nature of financial management and basic accounting principles; analyse the accounting and financial environment for various organisations; analyse both short and long term investment decisions; and interpret both internal and external financial reports.

Managing People in Organisations

This subject enables students to identify: different ways of thinking about organisations and organisational change and the implications of these differences; the relationship of organisations to their environments; questions of power and politics within organisations; the roles and behaviours of managers; strategic policy options available to managers in terms of structure, motivation, leadership and the culture of the organisation; and organisational dynamics, including decision-making and leadership.

Marketing Management

This subject provides students with the opportunity

to: investigate the context and nature of marketing management decisions and discover the relevance of basic concepts and theories to decision making in marketing; emphasise the comprehensive perspective essential to marketing management decision making by examining the relationship between the company and its customers, society at large, and other internal organisational functions; critically evaluate current perspectives in marketing and to develop their own perspectives; capture the new trends and development of marketing theory and practice; obtain the skills necessary to prepare market analysis reports.

Information Systems for Managers

This subject enables students to: appreciate the issues of management of information systems in organisations; understand the management of information and knowledge as strategic issues; and appreciate the problems associated with managing change relating to the implementation of information system projects in a business environment.

Supply Chain Management

The intent of this subject is to introduce, discuss, and analyse topics, which taken together, constitute the full spectrum of supply chain infrastructure design and operations. On successful completion of this subject, the student should be able to: appreciate the importance of supply chain management in the current business environment; understand the various elements of the Supply Chain Management Performance/Capability continuum, and the importance of each; be familiar with the 7 Principles of Supply Chain Management; understand the contribution that superior supply chain management makes to corporate

performance; be familiar with the forecasting techniques, understand the principles and simple methods of managing inventory in supply chains; and be familiar with the JIT, learn principles, and value-added concept and their application in supply chain management.

Management Project

Students are required to present a management report to agreed guidelines and to a maximum length of 10,000 words. This project should relate to the student's workplace environment and negotiated with the Subject Co-ordinator.

On successful completion of this subject, students will be able to: develop a capacity to apply new concepts positively in the context of contemporary management practice; think critically about underlying concepts, theories assumptions and arguments in business management; think strategically about how to apply this knowledge in the practice of management; maintain a basis for ongoing learning by relating work experiences to a framework of theory and developed practice; analyse real world business problems and apply fundamental theories and concepts of management.

ENTRY REQUIREMENTS - MRM

Applicants must have a bachelor degree in a relevant discipline from a recognised institution with an average mark of at least 60%.

International applicants must also meet the University's English Language requirements as set out at www.uow.edu.au/prospective/international/.