



Retail Management in Lifelong Learning

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The project *Retail Management for Adults in Lifelong Learning* (RetAiL) has now been in progress for two years and will finish on December 31 2009.

The aims of the project is to create a flexible programme of E-learning which can be fitted in with the working day. While the modules form a whole study programme, they can be studied individually as well. The learning methods of the programme have been selected to fit into the adult learning strategies.

Our target groups are: Adults who want to enhance their knowledge and skills in retailing, one man enterprises and teachers of retailing.

The modules are all written in English and then translated into Icelandic and Finnish. Each one is estimated to be approximately 80 working hours. Each module can be studied independently, but the learner gain the most benefits if they complete all of them. The modules are the following:

Buying and Selling: Types of Brands, National Brands, Buying National Brands, Buying Private Labels, Selling.

Economics: Introduction, Basic Terms, Activities Part 1, Inflation and Growth, Global Economics, Activities Part 2.

Finance: Accounting Process, Basic Concepts of Accounting, Book Keeping Process, Financial Statements, Investments, Profitability.

Information Technology: The Internet, Legislation, E-mail, Spreadsheets, Word Processing, Presentation Tools.

Labour Rights: Employment Contracts, Employment Protection, Grievances, Discrimination, Intellectual Property Rights.

Management 1: Management Theories, Organization Types, Goal Setting, Planning, Implementing, Information Flow, Communications, Arranging Meetings, Assuring Quality.

Management 2: Business Planning and Development, Staff Development, Selection and Recruitment, Motivation and Rewarding, Information flow.

Marketing: Introduction, Basic Marketing Terms, Ideology, Brand Image, Marketing Communication, Market Research.

Merchandising: Introduction, Store Design Objectives, Store Design, Space Management, Visual Merchandising, Atmospherics, Web Site Design.

The modules are now being piloted in all partner countries.

The homepage of the project is <http://leoretail.com/>

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