



MCAST

MQF Level 7

RI7-01-21

Master in Retail

Course Specification

Course Description

This Master in Retail focuses on the learning and practical application of concepts essential for operating and marketing a retail business. This programme develops an understanding of the contemporary retail environment and examines topical issues relating to retail management and marketing. This programme assesses analytical skills essential for operating and marketing in an international retail environment with a view to putting this knowledge into practice. The Master in Retail is structured to reflect the needs of modern business retail dynamics. The Master in Retail is taught by industry experts and leading academics who have had successful careers in their respective business settings.

Programme Learning Outcomes

At the end of the programme the students are able to:

1. *Examine the evolution of retailing, and associated theories, the functions and economic importance of retailing and the rise of retail power.*
2. *Evaluate critically the complexity of retail channels, store and non-store, used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.*
3. *Assess the nature of the competitive environment within which retailers operate in developed economies, and analyse the forces driving change for particular sectors and types of retailer.*
4. *Reflect critically on the growth and scope of retail theory and practice by identifying and evaluating future trends in retailing.*
5. *Apply core retailing theories and concepts to retail-specific business problems, diagnose critical issues, appraise strategies, and design alternative solutions.*
6. *Analyse the nature of the retail mix, and the unique marketing emphases for retailers.*

Entry Requirements

- Relevant degree;
- MQF Level 5 qualification and adequate professional experience are also considered.

Key Information

Awarding Body - MCAST

Accreditation Status - Accredited via MCAST's Self Accreditation Process (MCAST holds Self-Accrediting Status as per 1st schedule of Legal Notice 296/2012)

Type of Programme: Qualification

MQF Level	Examples of Qualifications	'Qualification' Minimum Credits Required	'Award' Credits Required
Level 8	Doctoral Degree Third Cycle Bologna Process	NA	NA
Level 7	Masters	90-120	Less than 30
	Second Cycle Bologna Process	60	
	Post-Graduate Diploma Post-Graduate Certificate	30	
Level 6	Bachelor ²³ /Bachelor (Hons.) ²⁴ First Cycle Bologna Process	180-240	Less than 180
Level 5	Short Cycle Qualification	120	Less than 60
	Undergraduate Higher Diploma	90	
	Undergraduate Diploma	60	
	Undergraduate Certificate VET Level 5 Programme ²⁵	30 60-120	
Level 4	Pre-Tertiary Certificate	30	Less than 120
	VET Level 4 Programme ²⁶	120	
	MATSEC Certificate	NA	
Level 3	VET Level 3 Programme ²⁷	60	Less than 60
	General and Subject Certificate	NA	
Level 2	VET Level 2 Programme ²⁸	60	Less than 60
	General and Subject Certificate	NA	
Level 1	VET Level 1 Programme ²⁹	40	Less than 40
	General and Subject Certificate	NA	
Introductory Level A	Preparatory Programme	30	Less than 30
Introductory Level B	Pre-entry Basic Skills Course	30	Less than 30

Table 1: Minimum number of credits for 'Qualifications' and parameters for 'Awards'

Fig.1: p56, Ministry for Education and Employment & National Commission for Further and Higher Education Malta (2016). *Referencing Report, 4th Edition*. NCFHE.

Total number of Hours: 2250

Mode of attendance: Part Time

Duration: 3 Years

The official language of instruction at MCAST is English. All notes and textbooks are in English (except for language courses which will be in the respective language being instructed). International candidates will be requested to meet English language certification requirements for access to the course.

This course will be offered at

MCAST has four campuses as follows:

MCAST Main Campus

Triq Kordin, Paola, Malta

All courses except for the Institute for the Creative Arts, Centre of Agriculture, Aquatics and Animal Sciences are offered here.

Institute for the Creative Arts

Mosta Campus

Misraħ Ghonoq Targa Gap,

Mosta

Institute of Applied Sciences,

Centre of Agriculture, Aquatics and Animal Sciences,

Luqa Road, Qormi

Gozo Campus

J.F. De Chambray Street

MCAST, Għajnsielem

Gozo

Teaching, Learning and Assessment

The programmes offered are vocational in nature and entail both theoretical lectures delivered in classes as well as practical elements that are delivered in laboratories, workshops, salons, simulators as the module requirements dictate.

Each module or unit entails a number of in person and/or online contact learning hours that are delivered by the lecturer or tutor directly (See also section 'Total Learning Hours').

Access to all resources is provided to all registered students. These include study resources in paper or electronic format through the Library and Resource Centre as well

as tools, software, equipment and machinery that are provided by the respective institutes depending on the requirements of the course or module.

Students may however be required to provide consumable material for use during practical sessions and projects unless these are explicitly provided by the College.

All Units of study are assessed throughout the academic year through continuous assessment using a variety of assessment tools. Coursework tasks are exclusively based on the Learning Outcomes and Grading Criteria as prescribed in the course specification. The Learning Outcomes and Grading Criteria are communicated to the Student via the coursework documentation.

The method of assessment shall reflect the Level, credit points (ECTS) and the schedule of time-tabled/non-timetabled hours of learning of each study unit. A variety of assessment instruments, not solely Time Constrained Assignments/Exams, are used to gather and interpret evidence of Student competence toward pre-established grading criteria that are aligned to the learning outcomes of each unit of the programme of study.

Grading criteria are assessed through a number of tasks, each task being assigned a number of marks. The number of grading criteria is included in the respective Programme Specification.

The distribution of marks and assessment mode depends on the nature and objectives of the unit in question.

Coursework shall normally be completed during the semester in which the Unit is delivered.

Time-constrained assignments may be held between 8 am and 8 pm during the delivery period of a Unit, or at the end of the semester in which the Unit is completed. The dates are notified and published on the Institute notice boards or through other means of communication.

Certain circumstances (such as but not limited to the Covid 19 pandemic) may lead Institutes and Centres to hold teaching and assessment remotely (online) as per MCAST QA Policy and Standard for Online Teaching, Learning and Assessment (Doc 020) available via link <https://www.mcast.edu.mt/college-documents/>

The Programme Regulations referenced below apply. (DOC016 available at: link <https://www.mcast.edu.mt/college-documents/>)

Total Learning Hours

The total learning hours required for each unit or module are determined as follows:

Credits (ECTS)	Indicative contact hours	Total Student workload (hrs)	Self-Learning and Assessment Hours
1	5 - 10 hrs	25 hrs	20-15 hrs*
2	10 - 20 hrs	50 hrs	40-30 hrs*
3	15 - 30 hrs	75 hrs	60-45 hrs*
4	20 - 40 hrs	100 hrs	80-60 hrs*
6	30 - 60 hrs	150 Hrs	120-90 hrs*
9	45 - 90 hrs	225 hrs	180-135 hrs*
12	60 - 120 hrs	300 hrs	240-180 hrs*

* The ‘Self-Learning and Assessment Hours’ amount to the difference between the contact hours and total student workload.

Grading system

All MCAST programmes adopt a learner centred approach through the focus on Learning Outcomes. The assessment of MCAST programmes is criterion-referenced and thus assessors are required to assess learners’ evidence against a pre-determined set of Learning Outcomes and assessment criteria.

For a student to be deemed to have successfully passed a unit, a minimum of 50% (grade D) must be achieved. In case of part time programmes, the student must achieve a minimum of 45% to successfully pass the unit.

All units are individually graded as follows:

- A* (90-100)
- A (80-89)
- B (70-79)
- C (60-69)

D (50-59)

Unsatisfactory work is graded as 'U'.

Work-based learning units are graded on a Pass/Fail basis only.

Detailed information regarding the grading system may be found in the following document: DOC 016 available at: link <https://www.mcast.edu.mt/college-documents/>

Intake Dates

- MCAST opens calls for application once a year between July and August of each year for prospective applicants residing in MALTA.
- Applications to full-time courses from international students not residing in MALTA are accepted between April and Mid-August.
- For exact dates re calls for applications please follow this link <https://www.mcast.edu.mt/online-applications-2/>

Course Fees

MCAST course are free for Maltese and EU candidates. International candidates coming from outside the EU need to pay fees for the respective course. Course fees are set on a per-level and course duration basis. For access to course fee structure and payment methods please visit <https://www.mcast.edu.mt/fee-payments-for-non-eu-candidates/>.

Method of Application

Applications to full-time courses are received online via the College Management Information System. Candidates can log in using Maltese Electronic ID (eID) or European eIDAS (electronic identification and trust services) to access the system directly and create an account as the identity is verified electronically via these secure services.

Non-EU candidates need to request account creation through an online form by providing proof of identification and basic data. Once the identity is verified and the account is created the candidate may proceed with the online application according to the same instructions applicable to all other candidates.

Non-EU candidates require a study visa in order to travel to Malta and join the course applied for. For further information re study-visa please access <https://www.identitymalta.com/unit/central-visa-unit/>.

For access to instructions on how to apply online please visit
<https://www.mcast.edu.mt/online-applications-2/>

Academic qualification leading to a Regulated Profession

Council for Professions Complementary to Medicine
St. Luke's Hospital,
Ex-OPD (Level 1), St. Luke's Square,
Gwardamangia PTA 1010

Contact details for requesting further information about future learning opportunities:

MCAST Career Guidance

Tel: 2398 7135/6

Email: career.guidance@mcast.edu.mt

Current Approved Programme Structure

Unit Code	Unit Title	ECTS	Year
BCRTL-706-2101	Retail Principles and Practice	6	1
BCRTL-706-2102	AI driven Business Analytics	6	1
BCRTL-706-2103	Navigating the Small Business Environment	6	1
BCRTL-706-2104	Retail Marketing	6	1
BCRTL-706-2105	Smart Information Systems	6	1
BCRTL-706-2106	Digital Marketing	6	2
BCRTL-706-2107	Contemporary Retailing and Future Trends	6	2
BCRTL-706-2108	High Performance Management	6	2
BCRTL-706-2109	Brands and Branding	6	2
BCRTL-706-2110	Economic and Environmental Sustainability, Corporate Social Responsibility	6	2
BCRTL-730-2111	Research Project/Dissertation	30	3
Total ECTS		90	/

BCRTL-706-2101: Retail Principles and Practice

Unit Level (MQF/EQF): 7

Credits: 6

Delivery Mode: Blended Learning

Total Learning Hours: 150

Unit Description

This unit introduces the learners to retailing from a management perspective. This includes the evolution of retailing; retail organisations and their structure; retail environment and the challenges; formulating and implementing retail strategy; merchandise management; retail pricing and communication mix; transportation and logistics; customer service; store location, layout and presentation; retail performance measurement.

This unit will examine the structure and dynamic nature of retailing throughout the world. It examines the forces that are at work shaping the industry and the changes it makes in order to survive.

The unit provides a comprehensive and critical introduction to the main theoretical and managerial issues of relevance to both of these key areas of retail.

Moreover, this unit explores frameworks for understanding the nature and characteristics of services, and how these help in formulating retail strategies and planning retail tactics in relation to services.

Learning Outcomes

On completion of this unit the learner will be able to

- 1. Analyse critically the main set of Retail principles.*
- 2. Identify and analyse current trends within Retail whilst discussing the implications for retail organisations and consumers.*
- 3. Apply Retail main concepts to the practice of retail organisations in Europe and Malta to draw conclusions and generate alternative courses of action.*
- 4. Examine and critically evaluate current retail developments to future retail strategies.*
- 5. Assess key theories and functions of retailing and retail management.*

BCRTL-706-2102: AI driven Business Analytics

Unit Level (MQF/EQF): 7

Credits: 6

Delivery Mode: Blended Learning

Total Learning Hours: 150

Unit Description

This unit provides the learners with an essential understanding of business analytics, including its core concepts and implementation of statistics and big data. It proceeds to establish a sound understanding on the benefits that business analytics can leverage from artificial intelligence.

Business analytics involves aggregating, processing, computing, analysing and visualising quantitative data through statistical methods and technologies in order to gain insights for improving strategic decision-making. Business analytics include a range of data analysis methods, data visualisation and reporting for understanding “what happened, what is happening and what will happen.” Business analytics has evolved into user-friendly and effective tools by allowing the user to access real-time data and to directly interact with the data. Effective dashboards access directly company data and provide management a tool to instantly analyse what might not be evident in a large complex database. Business analytics also includes sophisticated data analysis methods, such as statistical models and data mining algorithms used for exploring data, quantifying and explaining relationships between measurements, and predicting new records. Methods like regression models are used to describe and quantify relationships, to predict new records and to forecast future outcomes.

In this unit, learners will learn the core concepts of business analytics including the different types of business analytics and the business analytics life cycle. This unit will also introduce learners to various visualisation techniques for visualising data through dashboards that will allow users to gain better insights about their data. In this unit, learners will also learn several statistical methods including descriptive statistics and inferential statistics in order to collect and analyse sample of data to uncover patterns and predict future outcomes for making better scientific decisions. Learners will also investigate the use of decision trees for classification or regression, and clustering

techniques to find relationships amongst the data objects. Finally, the learners will be introduced to big data, applying business analytics concepts to big data analytics - the process of examining big data to uncover useful information that can help management make informed business decisions - and software and tools for applying big data analytics.

Learning Outcomes

On completion of this unit the learner will be able to

- 1. Describe the core concept of Business Analytics.*
- 2. Present and communicate findings using appropriate data visualisation techniques.*
- 3. Implement descriptive and inferential statistic techniques whilst investigating the use of decision trees and clustering techniques.*
- 4. Employ cutting edge tools and AI technologies to analyse Big Data.*

BCRTL-706-2105: Smart Information Systems

Unit Level (MQF/EQF): 7

Credits: 6

Delivery Mode: Blended Learning

Total Learning Hours: 150

Unit Description

This elective unit overviews the role that AI contributes to information systems in Industry 4.0. These systems serve several functions including planning, production, inventory control, managing budgets, sales forecasting, and also point of sale transactions and logistics. With specific focus on business process, it explores how they can be optimized to operate at higher efficiency by leveraging on AI technologies.

Learning Outcomes

On completion of this unit the learner will be able to

1. *Investigate the role of AI in information systems for Industry 4.0.*
2. *Justify the benefits of AI in terms of the main support and management processes.*
3. *Assess critically existing business processes for inefficiencies.*
4. *Synthesise effective AI solutions for enhancing process efficiency.*

BCRTL-706-2108: High Performance Management

Unit Level (MQF/EQF): 7

Credits: 6

Delivery Mode: Online Learning

Total Learning Hours: 150

Unit Description

In order to achieve the stated learning outcomes, this module commences by introducing learners to the tenets of Human Resources Management and how to manage human resources strategically to assist in the achievement of organisational goals. This process will also include the identification of the diverse functions normally fulfilled by a Human Resources Department. Once learners have appraised the strategic role of HRM in contemporary organisations and assessed prevailing debates associated with related challenges, the focus will move on the peculiarities of Human Resources commonly found within the retail industry. Once this groundwork is complete, learners will be introduced to the ideas of High-Performance Work Systems and to the ways in which this approach can contribute to the improvement of organisational performance within diverse retail establishments. In the process, learners will learn to evaluate the impact which people engagement, change management and alignment of HR practices can have on the competitive advantage of retail businesses.

Learning Outcomes

On completion of this unit the learner will be able to

- 1. Recognise the meaning of Strategic Human Resources Management.*
- 2. Examine the specific characteristics of HRM in the Retail Industry.*
- 3. Appraise High-Performance Work Systems (HPWS).*
- 4. Portray HPWS as a source of competitive advantage in the retail industry.*

For further information, please contact us on information@mcast.edu.mt