



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0111 The Trade and Retail Industry 1

Program

Associate Degree Program in Trade and Retail Management

Responsible for the course

Jan Ivar Fredriksen

Department

School of Trade and Retail Management

Term

Fall

ECTS Credits

6

Objective

This course shall enable students to develop an understanding for the mutual influence between the trade and retail industry and the consumer. They will also gain a basic insight into the main retail sectors, ownership structures, players and profiles.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Lavik, Randi and Ragnhild Brusdal. 1996. *Varehandelens utvikling: kjøp ute og hjemme*. Oslo: Cappelen akademisk forl.
Levy, Michael and Barton Weitz. 1998. *Retailing Management*. Boston: Irwin/McGraw-Hill.
Thjømøe, Hans Mathias and Erik L. Olsson. 2001. *Forbrukeradferd*. Oslo: Universitetsforlaget

Recommended literature

None.

Course outline

Trade and retail in a historical perspective
The importance of trade and retail for the national economy
Basic structures in the trade and retail industry
Ownership structures
Definitions of business sectors
Chains and profiles
The retail industry and the consumer

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Course duration is 42 teaching hours.

Evaluation

An individual 4-hour written exam completes the course.

Evaluation code(s)

NVH 01111 written exam which accounts for 100% of the grade in NVH 0111, 2 credits.

Aids at the examination

No aids are allowed at the exam.

Makeup exam

A re-sit is held together with the next scheduled exam, usually after one year.