



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0112 The Trade and Retail Industry 2

Program

Associate Degree Program in Trade and Retail Management

Responsible for the course

Jan Ivar Fredriksen

Department

School of Trade and Retail Management

Term

Spring

ECTS Credits

6

Objective

With this course the students shall develop an understanding for the mutual influence between the trade and retail industry and society as a whole. The frame of reference includes the various links in the distribution chain. Society is described in terms of political, economic and technological aspects.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Gripsrud, Geir og Arne Nygaard. 1997. *Markedsføringskanaler*. Oslo: Cappelen Akademisk forlag.

Reidarson, Per og Per Gunnar Rasmussen. 1997. *Varehandel i vekst og omstilling*. Oslo: Tano Aschehoug

Recommended literature

None.

Course outline

External constraints for trade and retail

- Distribution and collaboration
- The flow of products in trade and retail
- Distribution systems in trade
- Value creation in trade
- Resource allocation
- Localization
- Manning
- Calculations
- Materials administration
- Marketing information systems

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Course duration is 42 teaching hours.

Evaluation

A 72-hour take-home exam concludes the course.

Evaluation code(s)

NVH 01121: Take-home exam which accounts for 100% of the grade in NVH 0112, 2 credits.

Aids at the examination

All aids are allowed.

Makeup exam

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