



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0121 Retailing Management 1: Retailing Strategy and Merchandise Management

Program

Associate Degree Program in Trade and Retail Management

Responsible for the course

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Department

School of Trade and Retail Management

Term

Fall

ECTS Credits

12

Objective

Thinking and acting strategically and in an interdisciplinary manner is of vital importance in establishing, running and expanding retail businesses. After having completed the course the students shall have enhanced their knowledge, skills and attitudes within retailing strategy, merchandise management and sales promotion.

Prerequisites

Foundation Program in Business Administration or equivalent.

Compulsory literature

Hoff, Kjell Gunnar. 1999. *Budsjettstyring og taktisk økonomistyring*. Oslo: Universitetsforlaget.
Kotler, Phillip. 2000. *Marketing Management*. Upper Saddle River: Prentice Hall.
Levy, Michael og Barton A. Weitz. 2001. *Retailing Management* Boston: Irwin/McGraw-Hill. Ch. 6-16.
Nordhaug, Odd. 1998. *Kompetansestyring i arbeidslivet*. Oslo: Tano Aschehoug 1998.
Normann, Richard. 2000. *Service Management*. Oslo: Cappelen akademisk forl.
Roos, Göran, Georg von Krogh og Johan Roos. 1997. *Innføring i strategi*. Bergen-Sandviken:Fagbokforlaget.

Recommended literature

None.

Course outline

- Setting up business
- strategy, general introduction
- the retailer's marketing strategy
- financial strategy
- localization conditions
- management and personnel planning
- the retailer's logistics and information systems
- merchandise management
- the purchase function and -system
- choice of supplier
- determining prices
- the retailer's communications mix

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Course duration is 84 hours. It is recommended that the students form study groups to work on exercises.

Evaluation

At the end of the course the students must write a term paper over one week, in which they simulate setting up a retail enterprise in the consumer market. In addition, there is a four-hour individual written exam.

Evaluation code(s)

NVH 01211 - term paper which accounts for 50% of the grade in NVH 0121, 4 credits.

NVH 01212 written exam which accounts for 50% of the grade in NVH 0121, 4 credits.

Aids at the examination

All aids are allowed on the term paper, none are allowed at the exam.

Makeup exam

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