



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0122 Retailing Management 2: Store-, Chain- and Shopping Centre 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

Spring

ECTS Credits

12

Objective

Thinking and acting strategically and in an interdisciplinary manner is vital when setting up, running and expanding retail businesses. After having completed the course the students shall have enhanced their knowledge, skills and attitudes within store management, chain management and shopping centre management.

Prerequisites

The course builds on NVH 0121

Compulsory literature

Grimso, Rigmor E. 2000. *Personaladministrasjon*. Oslo: Universitetsforl.
Gummesson, Evert. 1996. *Relasjonsmarkedsføring: Fra 4P til 30R*. Oslo: Kolle forl.
Hoff, Kjell Gunnar. 1999. *Budsjettstyring og taktisk økonomistyring*. Oslo: Universitetsforl.
Levy, Michael og Barton A. Weitz. 1998. *Retailing Management*. Boston Irwin/McGraw-Hill.
Reidarson, Per. 1998. *Franchising og kjededrift*: I handels-, service- og industrinæringen. Oslo: Tano Aschehoug.
Norsk senterstatistikk. 2000. *Senterårboken 2001 Høvik: Kjenn ditt marked. Norge. Miljøverndepartementet. 1997. Handel, tilgjengelighet og bymiljø*.
Norge. Miljøverndepartementet. 2000. *Sentrumsutvikling, råd og eksempler*.
Rasmussen, Per Gunnar. 2001. *Kompendium i sentrum- og sentrumsledelse* Oslo: NVH.

Recommended literature

None.

Course outline

Store management:

- personnel requirements and planning
- store structure and design, the store as marketing media
- customer service
- personal sales
- loss and loss prevention
- budget follow-up

Chain management:

- forms of collaboration
- chain profiles
- functional productivity of chains
- formulating contracts and statutes
- operational manuals of chains

Shopping centre management:

- functional definitions
- organization and collaboration
- economy
- strategy and marketing planning
- operations
- design

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Course duration is 84 hours. Students are recommended to form study groups to work on exercises.

Evaluation

A term paper to be completed in one week by groups of up to three students concludes the course. In addition there is an individual four-hour written exam.

Evaluation code(s)

NVH 01221 term paper which accounts for 50% of the grade in NVH 0122, 4 credits.

NVH 01222 written exam which accounts for 50% of the grade in NVH 0122, 4 credits.

Aids at the examination

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

Makeup exam

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