



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0124 Trade and Retail Management in a Global Perspective

Program

Associate Degree Program in Trade and Retail Management

Responsible for the course

Arnfinn Nordhus

Department

School of Trade and Retail Management

Term

Spring

ECTS Credits

6

Objective

Prerequisites

The Foundation Program in Business Administration or equivalent.

Compulsory literature

McGoldrick, Peter J. og Gary Davies. 1995. *International Retailing: Trends and Strategies*. London: Pitman Publishing .
Sternquist, Brenda. 1998. *International Retailing* . New York: Fairchild Publications.
Tonndorf, Hans G. 2000. *Hur driva handel på 2000-t alet*. Stockholm: Mentor Communications AB
EU. Europakommisjonen.1999. *EU og verd enshandelen*. Luxembourg: Kontoret for De Europæiske Fællesskabers officielle publikationer

Recommended literature

None.

Course outline

- Economic activity/trade across national borders
 - International distribution of labour
 - Borderless collaboration
 - Power
 - Negotiations
 - Imports
 - Regional development
- International parameters
 - Trade blocs - EU, WTO
 - Cultural differences
 - Flow of goods and -security
 - Ethics
- The "new"/international consumers
 - Consumer values/-requirements
 - Food security
 - Genetically manipulated food and ecological products
 - International trends
- The multinational players
 - "The market" as control mechanism
 - Building alliances
 - Creating monopolies and other market structures
 - Game theory

Computer-based tools

The students must have access to the Internet.

Course structure

Course duration is 42 hours, also including case work and work in groups.

Evaluation

A four-hour individual written exam concludes the course.

Evaluation code(s)

NVH 01241 written exam which accounts for 100% of the grade in NVH 0124, 2 credits.

Aids at the examination

No aids are allowed at the exam.

Makeup exam

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