



APPLIES TO ACADEMIC YEAR  
2001/2002

## NVH 0135 Town centre management

### Program

Bachelor of Business Administration Program in Trade and Retail Management

### Responsible for the course

Tore Omholt

### Department

School of Trade and Retail Management

### Term

Spring

### ECTS Credits

3

### Objective

This course aims to introduce the students to new trends as regards development of town centres and to train them to consider a town centre's attractiveness as shopping location, and to take initiatives to influence the location's competitive ability.

### Prerequisites

2 years of studies in business administration.

### Compulsory literature

Compilation of articles and cuttings from articles  
Bromnley, Rosemary D.F. og Colin J. Thomas. 1993. *Retail change: Contemporary Issues*. London: UCL Press.  
ICSC. 1998. *Consumer Retail Shopping*. Research Reports. New York: ICSC.

### Recommended literature

Association of Town Centre Management: *Practice notes. Establishing and Maintaining Town Centre Management* London 1998  
Markham, J.E.: *The Future of Shopping. Traditional Patterns and Net Effects*. New York 1998  
Miller, D. m.fl.: *Shopping, Place and Identity*. London 1998

### Course outline

1. Conditions affecting the shopping location's competitive ability. Altered external parameters. The need for a town centre management.
2. International trends in development of town centres. Comparisons with Norwegian conditions.
3. Techniques to analyse town centres: commercial strategy analysis, key performance indicators.
4. Strategies for town centre development
5. Cases: successful and unsuccessful town centre development in Norway and other countries.
6. Trade, culture and identity: an overall perspective on town centre development
7. Initiating and organizing town centre development. Roles and tasks for commercial managers. Town Centre Management.

### Computer-based tools

Computer-based tools are not used in this course.

### Course structure

The course duration is 18 hours.

### Evaluation

A three-hour written exam concludes the course.

**Evaluation code(s)**

NVH 01351 written exam which accounts for 100% of the grade in NVH 0135, 1 credit.

**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 in the course.