



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0137 Web-based Retailing and Business Development

Program

Bachelor of Business Administration Program in Trade and Retail Management

Responsible for the course

Arne Osvik

Department

School of Trade and Retail Management

Term

Fall

ECTS Credits

6

Objective

The course aims to give the students a thorough understanding of the main aspects of web-based retailing and business development. Emphasis is placed on introducing certain key concepts in a Norwegian and Scandinavian context. Particular emphasis is placed on the Internet for building relationships both in terms of business-to-business marketing and 1-to-1 marketing in the consumer market.

Prerequisites

Two years of the Bachelor of Business Administration program or equivalent. A basic understanding of IT and how the Internet functions.

Compulsory literature

Turban, Efraim, Jae L. King og H.M.D. Chung. 2000. *Electronic Commerce: A managerial perspective*. Upper Saddle River: Prentice Hall.
Silverstein, Barry. 2001. *Business-to-business Internet Marketing*: seven proven strategies for increasing profits through Internet direct marketing. Gulf Breeze, Fla.: Maximum Press.
Various compendium material from the research project *Suksessfaktorer og flaskehalsar i spesialiserte e-handelsbedrifter*, NVH 2001.

Recommended literature

Newell, Frederick. 2000. *Loyalty.com: Customer relationship management in the era of internet marketing*. New York: McGraw-Hill.

Course outline

- Central concepts in electronic commerce and business
- Business on the Internet
 - Consumer behaviour on the Internet
 - Marketing research and the Internet
 - Marketing in e-commerce
 - B2B and 1-to-1 marketing
 - Direct marketing over the Internet
 - Establishing business communities and partnership programs
 - Strategies for e-commerce
 - Legal aspects of e-commerce
 - Payment solutions
 - E-commerce - consequences for management and organizational development

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course duration is 42 hours in the fall. Students are recommended to form study groups to work on

exercises.

Evaluation

A three-hour individual written exam concludes the course.

Evaluation code(s)

NVH 01371 written exam which accounts for 100% of the grade in NVH 0137, 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.