



APPLIES TO ACADEMIC YEAR  
2002/2003

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

### Program

Associate Degree Program in Trade and Retail Management

### Responsible for the course

Jan Ivar Fredriksen

### Department

School of Trade and Retail Management

### Term

Spring

### ECTS Credits

12

### Objective

### Prerequisites

The course builds on NVH 0121

### Compulsory literature

Grimsø, Rigmor E. 2000. *Personaladministrasjon*. Oslo: Universitetsforlaget.  
Gummesson, Evert. 1996. *Relasjonsmarkedsføring: Fra 4P til 30R*. Oslo: Kolle forlag.  
Hoff, Kjell Gunnar 1999. *Budsjettering og taktisk økonomistyring*. 2. utg. Oslo: Universitetsforlaget.  
Levy, Michael og Barton A. Weitz. 2001. *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

### 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.