



APPLIES TO ACADEMIC YEAR  
2002/2003

## 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

### 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 and H.M.D. Chung. 2002. *Electronic commerce: a managerial perspective*. Upper Saddle River, N.J.: Prentice Hall.  
Silverstein, Barry. 2001. *Business-to-business Internet Marketing*: seven proven strategies for increasing profits through Internet direct marketing. 3rd ed. Gulf Breeze, Fla.: Maximum Press.  
Div. kompendiemateriale knyttet til det NFR-støttede forskningsprosjektet: *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

### Computer-based tools

Computer-based tools are not used in this course.

### Course structure

The course duration is 36 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.

