



APPLIES TO ACADEMIC YEAR 2003/2004

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

According to study plan

ECTS Credits

6

Objective

Prerequisites

The Foundation Program in Business Administration or equivalent.

Compulsory literature

Sternquist, Brenda. 1998. *International Retailing*. New York: Fairchild Publications.
EU. Europakommisjonen. 1999. *EU og verd enshandelen*. Luxembourg: Kontoret for De Europæiske Fællesskabers officielle publikationer

Recommended literature

McGoldrick, Peter J. and Gary Davies. eds. 1995. *International Retailing: Trends and Strategies*. London: Pitman.

Course outline

Computer-based tools

The students must have access to the Internet.

Course structure

Course duration is 36 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, 6 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.