



APPLIES TO ACADEMIC YEAR 2003/2004

NVH 0214 The Retail Industry

Program

Associate Degree Program in Trade and Retail Management

Responsible for the course

Jan Ivar Fredriksen

Department

School of Trade and Retail Management

Term

According to study plan

ECTS Credits

6

Objective

This course shall enable students to develop an understanding for the mutual influence between the trade and retail industry and the consumer. They will also gain a basic insight into the main retail sectors, ownership structures, players and profiles.

With this course the students shall develop an understanding for the mutual influence between the trade and retail industry, the society and the consumer as a whole. The course give a basic overview with types of retailers, ownership structures, actors and retail formats. The frame of reference includes the various links in the distribution chain. Society is described in terms of political, economic and technological aspects.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Lavik, Randi og Ragnhild Brusdal. 1996. *Varehandelens utvikling : kjøp og salg hjemmeog ute*. Oslo: Cappelen akademisk forl.

Levy, Michael and Barton A. Weitz. 2004. *Retailing management*. 5th ed. Mass.:

Irwin/McGraw-Hill. chap. 1-4.

Reidarson, Per og Per Gunnar Rasmussen. 1997. *Varehandel i vekst og omstilling*. Oslo: Tano Aschehoug.

Rasmussen, Per Gunnar. 2003. *Div oppdateringer til Varehandel i vekst og omstilling*, internt kompendium. Oslo: BI Norges Varehandelshøyskole

Recommended literature

Framnes, Runar og Hans Math. Thjømmøe. 2001. *Markedsføringsledelse*. 6. utg. Oslo: Universitetsforl. kap. 9.

Course outline

- Trade and retail in a historical perspective
- The importance of trade and retail for the national economy
- Basic structures in the trade and retail industry
- Multichannel Retailing
- Ownership structures
- Definitions of business sectors
- Chains, retail formats and collaboration
- The retail industry and the consumer
- External constraints for trade and retail
- Value creation in trade
- Important management areas in retailing
- Internationalization in retailing
- Marketing information systems

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course is based on 36 teaching hours of lectures. The lecturer will supplement the presentation with practical examples and give attention to environment according to the trade- and retail industry. The course have focus on Retail publications and the news media from the retail industry.

Evaluation

An individual 5-hour written exam completes the course.

Evaluation code(s)

NVH 02141 written exam which accounts for 100% of the grade in NVH 0214, 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 in the course.