



APPLIES TO ACADEMIC YEAR 2004/2005

NVH 0124 Trade and Retail Management in a Global Perspective

Program

Bachelor's Program in 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 Trade and Retail Management in a Global Perspective, 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.