



APPLIES TO ACADEMIC YEAR 2004/2005

NVH 0240 Strategic Retail Management

Program

Bachelor's Program in Trade and Retail Management

Responsible for the course

Peder Inge Furseth

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

12

The course presents steps from the analysis of the current situation to implementation of strategies, og emphasises practical applications of strategy

Objective

The objective is to teach students to carry out a strategic analysis and develop suggestions for implementation of strategies for companies in retailing, bank, and consumer service sectors. There are more persons employed in these sectors in Norway today than in Norwegian manufacturing companies. Many of the retailing and consumer service companies do not develop new, clear strategies or suggestions for implementation of strategies. In this course we train students to produce strategic plans by studying theories as well as day-to-day business development in companies in the distributive trades.

Prerequisites

None

Compulsory literature

The literature is about 1100 pages, divided on books and articles.

BOOKS:

Hax, A. and N.S. Majluf. 1996. *The strategy concept and process: a pragmatic approach. 2nd ed. Upper Saddle River, N.J.* : Prentice-Hall.
Porter, M. 1987. *Konkurransestrategi*. Oslo: Tano.
Reve, T. og P. R. Stokke. 1996. *Strategisk analyse: grunnlaget for praktisk strategiutvikling*. Bergen: Fagbokforlaget.
Roos,Gøran, Georg von Krogh og Johan Roos. 2002. *Innføring i strategi*. 3. utgave. Bergen: Fagbokforl.

ARTICLES:

Falkenberg, J. 1990. *Krever ny strategi ny ledelse?* : Praktisk økonomi, 1990: nr. 1.
Gripsrud, G. 1986. *Market structure, perceived competition, and expected competitor reactions in retailing*. Research in Marketing, vol. 8. 1986. no. ?
Gripsrud, G. 2001. *"Endringer i markedsføringskanalene"*. *Markedsføringskanaler*. 3. utg. Oslo: Cappelen akademisk forl..
Mintzberg, H. 2002. *Crafting strategy*. Harvard Business School Press.
Mintzberg, H. 1994. *The rise and fall of strategic planning*. New York: The Free Press, pp. 5-29.
Porter, M., 1996. *What is strategy?* Harvard Business Review, November-December, pp 61-78.
Porter, M., 2001. *Strategy and the Internet*. Harvard Business Review, Mach, pp 63-78.
Reve, T. 1992. *Ledelse kan læres*. Oslo: Bedriftsøkonomenes forlag, ss. 76-85.
Stone, K. E. 1995. *Competing with the retail giants*. New York: Wiley, 21 pp.

Recommended literature

This will be given during the course

Course outline

- The International Arena
- Strategic Management
- Strategic Decisions
- Strategic Planning
- Management and Business Culture

Computer-based tools

The Internet

Course structure

Readings, cases, company visits, group work, and presentations by students. 72 hours over 5 weeks in the beginning of the semester

Evaluation

A six-hour individual written examn completes the course.

Evaluation code(s)

NVH 02401 - Written examn count for 100% of the grade in NVH 0240 Strategic management in retailing, 12 credits.

Aids at the examination

None

Makeup exam

The next ordinary examn