



APPLIES TO ACADEMIC YEAR 2005/2006

## NVH 0240 Strategic Retail Management

### Program

Bachelor in Retail Management (3. year)

### 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

#### Books:

Hax, A. og 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. utg. Bergen: Fagbokforlaget

#### 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

Gripsrud, G. 2001. "Endringer i markedsføringskanalene". Markedsføringskanaler. 3. utg. Oslo: Cappelen akademisk forlag

Mintzberg, H. 1994. The rise and fall of strategic planning. New York: The Free Press. pp. 5-29

Mintzberg, H. 2002. Crafting strategy. Harvard Business School Press

Porter, M. 1996. What is strategy?. Harvard Business Review. November-December. , ss 61-78

Porter, M. 2001. Strategy and the Internet. Harvard Business Review. March. ss 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

#### Other:

Gis gjennom kurset

### Course outline

- The International Arena

- Strategic Management
- Strategic Decisions
- Strategic Planning
- Management and Business Culture

**Computer-based tools**

The Internet

**Course structure**

72 hours lectures, readings, cases, company visits, group work, and presentations by students.

**Evaluation**

A six-hour individual written exam completes the course.

**Evaluation code(s)**

NVH 02401 - Written exam count for 100% of the grade in NVH 0240 Strategic Retail Management, 12 credits.

**Aids at the examination**

None

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.