



APPLIES TO ACADEMIC YEAR 2005/2006

NVH 0322 Retailing Management 2, Store Management, Retail Chain Management and Shopping Centre Management

Program

Bachelor in Retail Management (2. year)

Responsible for the course

Jan Ivar Fredriksen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

This course shall enable students to think and act strategic and cross subjects in establishing, management and expansion of retailers. After completing course the student has reinforced his knowledge, skills and attitudes considering store management, retail chain management and shopping centre management.

Studentene skal lære betydningen av å tenke og handle strategisk og tverrfaglig ved etablering, drift og ekspansjon av deljhandelsvirksomheter. Studenten skal etter kurset ha styrket sine kunnskaper, ferdigheter og holdninger innenfor butikkdrift, kjededrift og senterledelse.

Prerequisites

NVH 0321 Retailing Management 1

Compulsory literature

Books:

2006. Senterboken 2006. [Høvik] : Norsk senterstatistikk

Levy, Michael og Barton A. Weitz. 2004. Retailing management. 5th ed. Boston, Mass.:

Irwin/McGraw-Hill. Kap. 17-19

Nilssen, Børge. 2002. Franchise : fra lokal virksomhet til internasjonal merkevare. Bergen: Fagbokforlag

Recommended literature

Journals:

Bransjetidsskrifter

Course outline

Store management:

- Personel planning
- Retail security and inventory loss
- Store layout, design and visual merchandising
- customer service
- retail selling

Retail chain management:

- Types of ownership
- Retail formats
- Franchise
- Areas of centralized decision making
- Making concepts and manuals
- Making forms and rules

Shopping centre management:

- definitions

- Organisation and cooperatio
- Shopping centre finance
- Market strategy
- Technical service management
- Shopping centre layout and design

Computer-based tools

Computer-based tools are not used in this course

Course structure

The course is based on 36 teaching hours of lectures. It is recommended working in groups.

During the course the students practice cases in making concepts and manuals for store and retail chain management.

Evaluation

An individual 5-hour written exam completes the course.

Evaluation code(s)

NVH 0322 written exam which accounts for 100% of the grade in NVH 0322, 6 credits.

Aids at the examination

Calculator

Makeup exam

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