



APPLIES TO ACADEMIC YEAR 2005/2006

NVH 2301 Service Management and Network Co-operation

Program

Bachelor in Retail Management (3. year)

Responsible for the course

Arne Osvik

Department

Marketing

Term

According to study plan

ECTS Credits

9

Objective

Prerequisites

Compulsory literature

Books:

Lovelock, Christopher og Jochen Wirtz. 2004. Services marketing : people, technology, strategy. 5th ed. Upper Saddle River, N.J.: Prentice Hall. Kapittel 1 - 15. (370 sider)

Other:

Omholt, Tore. Senterstruktur og sentrumsutvikling. Kompendium med utvalgt artikkelstoff.. 230 sider

Recommended literature

Books:

Andreassen, Tor Wallin og Fred Selnes. 2001. Serviceheltene. Nesbyen: Stølen Media

Andreassen, Tor Wallin. 2003. Serviceledelse. 4. utg. Oslo: Gyldendal akademisk

Gummesson, Evert. 2003. Relasjonsmarkedsføring: fra 4P til 30R. Oslo: Kolle forlag. Kap. 4-7 (140 sider)

Miller, D. [et.al.]. 1998. Shopping, place and identity. London: Routledge

Course outline

Computer-based tools

Course structure

Evaluation

Evaluation code(s)

Aids at the examination

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam

must take the course all over including all parts of evaluation.