



APPLIES TO ACADEMIC YEAR 2006/2007

## **NVH 0123 Retailing Management 3: Classification Programmes for Retailers**

### **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**

Through this course the student by using knowledge, will gain understanding concerning production, distribution and merchandise connected to a specific retail sector. The course's main theme is to focus on product knowledge when retail selling. Different retail formats and types of ownership will be discussed.

### **Prerequisites**

The course is built on NVH 0321 Retailing Management 1 and NVH 0322 Retailing Management 2

### **Compulsory literature**

#### **Books:**

Hoff, Kjell Gunnar. 2004. Budsjettering : taktisk økonomistyring. 3. utg. Oslo: Universitetsforlaget

Levy, Michael og Barton A. Weitz. 2006. Retailing management. 6th ed. Boston: Irwin/McGraw-Hill. Kap. 4-19

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

#### **Other:**

Diverse kompendier og utdelt materiale

### **Recommended literature**

#### **Journals:**

Bransjetidskrifter

### **Course outline**

Depending on participation, the school offers programs specializing in one or more retail sectors:

- Food retailers included convenience stores
- Clothing and fashion including shoes
- Home related goods and services with Furniture and home furnishing, Building materials, Electronics and appliance

Main subjects for all the retail sector programs:

- Facts about the retail sector
- Product knowledge
- The customer
- Concepts/assortments/formats
- The store

### **Computer-based tools**

Computer-based tools are not used in this course.

**Course structure**

The students presence is compulsory for the course. The 54 hours program consists of 36 hours of lectures and 18 hours guided workshops.

**Evaluation**

A two weeks project paper connected to the chosen retail sector. Groups including maximum 3 students may cooperate in this project.

**Evaluation code(s)**

NVH 01231 project paper which accounts for 100% of the grade in NVH 0123 Retailing Management 3: Classification Programmes for Retailers, 6 credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A re-sit is held in connection with the next regular exam, normally after one year.