



APPLIES TO ACADEMIC YEAR 2006/2007

NVH 0321 Retailing Management 1: Retailing Strategy and Merchandise 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 retail strategy and merchandise management.

Prerequisites

Normal study progression.

Compulsory literature

Books:

Hoff, Kjell Gunnar. 2004. Budsjettering og taktisk økonomistyring. 3. utg. Oslo: Universitetsforl
Levy, Michael og Barton A. Weitz. 2006. Retailing management. 6th ed. Boston, Mass.:
Irwin/McGraw-Hill. Kap. 5-16

Recommended literature

Books:

Fredriksen, Jan Ivar. 2006. Detaljhandelsledelse 1 : studieguide. Oslo: BI Forlag. 147/11.
Studieguiden er tilrettelagt for både nettstudiet og fulltidsstudiet. Den inneholder nyttig supplement til hovedpensum, øvingsoppgaver og faglige tilnærminger til stoffet med flere norske og internasjonale eksempler.

Journals:

Bransjetidskrifter

Course outline

- Establishing
- Retail Market Strategy
- Financial Strategy
- Retail Location and site selection
- Human Resource Management
- Information systems and supply chain management
- Customer relationship management
- Planning merchandise assortments
- Buying systems
- Buying merchandise
- Pricing
- Retail communication mix

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 establishing retailers

Evaluation

An individual 5-hour written exam completes the course.

Evaluation code(s)

NVH 0321 written exam which accounts for 100% of the grade in NVH 0321, 6 credits.

Aids at the examination

Advanced calculator

Makeup exam

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