



APPLIES TO ACADEMIC YEAR 2006/2007

NVH 0322 Retailing Management 2, Store Management and Retail Chain 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 and retail chain management.

Prerequisites

NVH 0321 Retailing Management 1

Compulsory literature

Books:

Levy, Michael og Barton A. Weitz. 2006. Retailing management. 6th ed. Boston, Mass.: Irwin/McGraw-Hill. Kap. 4 og 17-19
Nilssen, Børge. 2002. Franchise : fra lokal virksomhet til internasjonal merkevare. Bergen: Fagbokforlaget

Recommended literature

Books:

Fredriksen, Jan Ivar. 2006. Detaljhandelsledelse 2: Studieguide. Oslo: BI Forlag. 105 sider/8 kapitler. Studieguiden er tilrettelagt for både nettstudiet og fulltidsstudiet. Den inneholder faglige tilnærminger med norske og internasjonale eksempler, samt øvingsoppgaver.

Journals:

Bransjetidsskrifter

Course outline

Store managementt:

- 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

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

Advanced calculator

Makeup exam

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