



APPLIES TO ACADEMIC YEAR 2006/2007

NVH 2600 Strategic Retail Management

Program

Bachelor in Retail Management (3. year)

Responsible for the course

Peder Inge Furseth

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

9

The course presents steps from the analysis of the current situation to implementation of strategies, og emphasises practical applications of strategy

Objective

The objective is to teach students to carry out a strategic analysis and develop suggestions for implementation of strategies for companies in retailing, bank, and consumer service sectors. There are more persons employed in these sectors in Norway today than in Norwegian manufacturing companies. Many of the retailing and consumer service companies do not develop new, clear strategies or suggestions for implementation of strategies. In this course we train students to produce strategic plans by studying theories as well as day-to-day business development in companies in the distributive trades.

Prerequisites

None

Compulsory literature

Books:

Hax, A. og N.S. Majluf. 1996. The strategy concept and process: a pragmatic approach. 2nd ed. Upper Saddle River, N.J. : Prentice-Hall. Kapitlene 1 - 4, 6, 7, 9, og 18 (139 sider).
Porter, M. 1987. Konkurransestrategi. Oslo: Tano. Kapitlene 1 - 9 (275 sider)
Reve, T. og P. R. Stokke. 1996. Strategisk analyse: grunnlaget for praktisk strategiutvikling. Bergen: Fagbokforlaget. Del 2: Gjennomføring av strategiske analyser i praksis, Kapittel 7 - 10 (81 sider)

Other:

Kompendium for NVH 2600 Strategisk varehandelsledelse. Følgende kapitler og artikler vil bli samlet i eget kompendium:

Bøker:

Gripsrud, G. & A. Nygaard. 2001. Markedsføringskanaler. 3. utg. Oslo: Cappelen akademisk forlag. Endringer i markedsføringskanalene, utdrag på 15 sider
Roos, Gøran, Georg von Krogh og Johan Roos. 2005. Strategi : en innføring. 4. utg.. Bergen: Fagbokforlaget. Kapittel 9 Iverksettelse og kapittel 10 Evaluering og kontroll. 50 sider
Jakobsen, E.W. og Reve, T. 2001. Et verdiskapende Norge. Oslo: Universitetsforlaget. Utdrag 25 sider
Stone, K. E. 1995. Competing with the retail giants. New York: Wiley. 21 sider

Artikler

Brandenburger, A. M. and Stuart, H. 1996. Values based business strategy. Journal of Economics and Management Strategy. Vol 5 (1). 19 sider
Falkenberg, J. 1990. Krever ny strategi ny ledelse?. Praktisk økonomi, 1990: nr. 1. nr. 1. 10 sider
Gripsrud, G. 1986. Market structure, perceived competition, and expected competitor reactions in retailing. Research in Marketing. vol. 8. 15 sider
Mintzberg, H. 2002. Crafting strateg. Harvard Business School Press. 15 sider
Porter, M. 1996. What is strategy?. Harvard Business Review. November-December. 17 sider

Recommended literature

Books:

Hax, A. og N.S. Majulf. 1996. The strategy concept and process: a pragmatic approach. 2nd. ed. Upper Saddle River, N.J.: Prentice-Hall. Kapitlene 5, 10 - 17 og 19 - 20
Porter, M. 1987. Konkurransestrategi. Oslo: Tano. Kapitlene 10 - 16

Course outline

- The International Arena
- Strategic Management
- Strategic Decisions
- Strategic Planning
- Management and Business Culture

Computer-based tools

The Internet

Course structure

54 hours lectures, readings, cases, company visits, group work, and presentations by students.

Evaluation

A five-hour individual written exam completes the course.

Evaluation code(s)

NVH 26001 - Written exam count for 100% of the grade in NVH 2600 Strategic Retail Management, 9 ECTS credits.

Aids at the examination

None

Makeup exam

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