



APPLIES TO ACADEMIC YEAR 2006/2007

## NVH 2602 Shopping Centre Management

### Program

Bachelor in Retail Management (3. year)

### Responsible for the course

Tore Omholt

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

This course is an advanced version and continuation of the previous specialization in Shopping Centre Management under NVH 0123.

### Objective

This course provides a basis for the management of shopping and other retail centres, and introduces the student to the development process of such centres.

A substantial part of the course aims at training the student in modern techniques for analyzing market areas, shopping behaviour, and retail centre productivity. By means of cases shopping centre strategies and strategic management are discussed, as well as shopping centre design and layout.

The course further gives an introduction to schemes for recruiting, motivating, and managing shopping centre tenants. Systems for planning, internal marketing, communication and information are demonstrated and discussed.

Finally, the course examines development related to revitalization of existing shopping centres.

### Prerequisites

NVH 0321 Retail management 1 and NVH 0322 Retail management 2.

### Compulsory literature

#### Books:

Omholt, Tore. 2005. Handel og senterutvikling. Bergen: Fagbokforlaget. 369 sider

#### Collection of articles:

Tore Omholt. 2007. Artikkelsamling til Senterledelse. Oslo: Handelshøyskolen BI

### Recommended literature

#### Books:

International Council of Shopping Centers (ICSC). 2005. Market research for shopping centers. New York: ICSC

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

Pine II, B.J. & Gilmore, J.H.. 1999. The experience economy. Boston, Mass. : Harvard Business School Press

Underhill, P. 1999. Why we buy: The science of shopping. New York: Simon & Schuster

Underhill, P. 2004. Call of the mall. New York: Simon & Schuster

Zukin, S. 2004. Point of purchase. New York: Routledge

### Course outline

- \* A review of shopping centre development
  - \* Exploring the functional bases of modern retail formats
  - \* From product- and service economy towards an experience economy
  - \* Retailing and consumption as cultural fields
  - \* Market area analysis and marketing
  - \* Strategic retail centre management
  - \* Managing the shopping centre
  - \* Shopping centre development and revitalization

### Computer-based tools

The course requires active involvement with BI's webbased communication platform

(Blackboard)

**Course structure**

Implementation of the course is based on 36 hours lecturing and 6 hours with group presentations. A group project is normally done during the latter half of the course over a period of 14 days. The group presentations count as a part of the group exam.

**Evaluation**

Grading is based on the following weighting:

Part 1 – Group project and presentation accounts for 60% of the final grade in the course

Part 2 – Individual exam 40% (3 hours) accounts for 40% of the final grade in the course

**Evaluation code(s)**

NVH 26021 - Process evaluation accounts 100% of final grade in the course NVH 2602 Shopping Centre Management, 6 credits.

**Aids at the examination**

Group project and presentation all.

Individual exam none.

**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.