



APPLIES TO ACADEMIC YEAR 2006/2007

NVH 2603 Internationalization of Retailing

Program

Bachelor in Marketing and Retail Management (3. year)

Responsible for the course

Ulf C Ombustvedt

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

Give the course participants a basic understanding of the challenges facing the retail industry when approaching markets outside the home country. Based on retail company core mission, core concepts and competencies, the students shall be able to analyze markets and recommend strategies for international expansion. Retailing in Europe, North America and Asia will be studied.

Prerequisites

Two years of Bachelor Studies at BI or a comparable academic institution.

Compulsory literature

Books:

Sternquist, Brenda. 1998. International retailing. New York : Fairchild Books

Collection of articles:

Ulf Chr. Ombustvedt. 2006. Artikkelsamling til Internasjonalisering av varehandelen. Oslo: Handelshøyskolen BI. (Tre-fire artikler fra ulike tidsskrifter)

Recommended literature

Books:

Bruce, Margaret, Christopher Moore, Grete Birtwistle. 2004. International retail marketing : a case study approach. Amsterdam : Elsevier Butterworth Heinemann

Howe, Stewart, ed. 2003. Retailing in the European Union: Structures, competition and performance. London: Routledge

Course outline

- Framework, terms and conditions for setting up business and for competition - financial, trade policies and culture
- International retail expansion – the internationalization process, financial explanatory models, inward and outward internationalization
- Sourcing in international markets
- Strategies for international expansion – franchising, licensing, buy outs, Greenfield, and strategic alliances
- Different types of stores and the store as a brand
- Global and local branding
- International retailing in Europe, North America and Asia

Computer-based tools

Not used in this course.

Course structure

A total of 36 hours, consisting of lectures, student workshops, presentations and information search on the Internet.

Evaluation

Part 1) Project paper counting for 60% of the final grade.

Part 2) Two hours written exam counting for 40% of the final grade.

Both the project paper and the written final exam have to be passed in order to get a final grade in the course. The content of the project paper shall be to evaluate strategies for international retail expansion.

Evaluation code(s)

NVH 26031 - Process evaluation counts 100% of the final grade in NVH 2603
Internationalization of Retailing, 6 credits.

Aids at the examination

All aids permitted for the project paper. No aids for the written two-hour final exam.

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.