



APPLIES TO ACADEMIC YEAR 2007/2008

NVH 0123 Retailing Management 3: Classification Programmes for Retailers

Program

Bachelor in Retail Management (2. year)

Responsible for the course

Jan Ivar Fredriksen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Objective

Through this course the student by using knowledge, will gain understanding concerning production, distribution and merchandise connected to a specific retail sector. The course's main theme is to focus on product knowledge when retail selling. Different retail formats and types of ownership will be discussed.

Prerequisites

The course is built on NVH 0321 Retailing Management 1 and NVH 0322 Retailing Management 2

Compulsory literature

Books:

Levy, Michael og Barton A. Weitz. 2007. Retailing management. 6th ed. Boston: Irwin/McGraw-Hill. Kap. 4-19. Dette pensum er sammenfallende med nvh 0321 Detaljhandelsledelse 1 og nvh 0322 detaljhandelsledelse 2 og danner grunnlag for praktisk anskueliggjøring gjennom medvirkning fra næringslivets aktører og praktiske oppgaver.

Nilssen, Børge. 2002. Franchise : fra lokal virksomhet til internasjonal merkevare. Bergen: Fagbokforlaget. Dette pensum er sammenfallende med nvh 0321 Detaljhandelsledelse 1 og nvh 0322 detaljhandelsledelse 2 og danner grunnlag for praktisk anskueliggjøring gjennom medvirkning fra næringslivets aktører og praktiske oppgaver.

Other:

Diverse kompendier og utdelt materiale

Recommended literature

Journals:

Bransjetidskrifter

Course outline

Depending on participation, the school offers programs specializing in one or more retail sectors:

- Food retailers included convenience stores
- Clothing and fashion including shoes
- Home related goods and services with Furniture and home furnishing, Building materials, Electronics and appliance

Main subjects for all the retail sector programs:

- Facts about the retail sector
- Product knowledge
- The customer
- Concepts/assortments/formats

- The store

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The students presence is compulsory for the course. The 54 hours program consists of 36 hours of lectures and 18 hours guided workshops.

Evaluation

A two weeks project paper connected to the chosen retail sector. Groups including maximum 3 students may cooperate in this project.

Evaluation code(s)

NVH 01231 project paper which accounts for 100% of the grade in NVH 0123 Retailing Management 3: Classification Programmes for Retailers, 6 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A re-sit is held in connection with the next regular exam, normally after one year.