



APPLIES TO ACADEMIC YEAR 2007/2008

## **NVH 0321 Retailing Management 1: Retailing Strategy and Merchandise 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

### **Language of instruction**

Norwegian

### **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 retail strategy and merchandise management.

### **Prerequisites**

Normal study progression.

### **Compulsory literature**

#### **Books:**

Levy, Michael og Barton A. Weitz. 2007. Retailing management. 6th ed. Boston, Mass.: Irwin/McGraw-Hill. Kap. 5-16

### **Recommended literature**

#### **Books:**

Fredriksen, Jan Ivar. 2006. Detaljhandelsledelse 1 : studieguide. Oslo: BI Forlag

### **Journals:**

Bransjetidskrifter

### **Course outline**

- Establishing
- Retail Market Strategy
- Financial Strategy
- Retail Location and site selection
- Human Resource Management
- Information systems and supply chain management
- Customer relationship management
- Planning merchandise assortments
- Buying systems
- Buying merchandise
- Pricing
- Retail communication mix

### **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 establishing retailers

**Evaluation**

An individual 5-hour written exam completes the course.

**Evaluation code(s)**

NVH 0321 written exam which accounts for 100% of the grade in NVH 0321, 6 credits.

**Aids at the examination**

No aids permitted

**Makeup exam**

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