



APPLIES TO ACADEMIC YEAR 2007/2008

## NVH 0322 Retailing Management 2, Store Management and Retail Chain 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 store management and retail chain management.

### Prerequisites

NVH 0321 Retailing Management 1

### Compulsory literature

#### Books:

Levy, Michael og Barton A. Weitz. 2007. Retailing management. 6th ed. Boston, Mass.: Irwin/McGraw-Hill. Kap. 4 og 17-19

Nilssen, Børge. 2002. Franchise : fra lokal virksomhet til internasjonal merkevare. Bergen: Fagbokforlaget

#### Collection of articles:

Fredriksen, Jan Ivar. 2007. Artikkelsamling: Driftsrelaterte områder, opplæring, trening og utvikling av medarbeidere. Materiellet vil bli utdelt underveis i kurset, eventuelt publisert i kursets web-hjemmeside

### Recommended literature

#### Books:

Fredriksen, Jan Ivar. 2006. Detaljhandelsledelse 2: Studieguiden. Oslo: BI Forlag

#### Journals:

Bransjetidsskrifter

### Course outline

#### Store managementt:

- Personel planning
- Retail security and inventory loss
- Store layout, design and visual merchandising
- customer service
- retail selling

#### Retail chain management:

- Types of ownership
- Retail formats
- Franchise
- Areas of centralized decision making

- Making concepts and manuals
- Making forms and rules

**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 making concepts and manuals for store and retail chain management.

**Evaluation**

An individual 5-hour written exam completes the course.

**Evaluation code(s)**

NVH 0322 written exam which accounts for 100% of the grade in NVH 0322, 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.