



APPLIES TO ACADEMIC YEAR 2007/2008

NVH 2723 Retailing Management 3: Classification Programmes for Retailers (BI Distance education)

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, Mass.: Irwin/McGraw-Hill. 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:

Individuelt spesialpensum. Den enkelte student skal dokumentere eget spesialpensum anvendt gjennom kursets studieenheter (jfr. gjennomføring). Spesialpensumet skal vesentlig bestå av stoff som speiler programmets temaer, samt et tidsaktuelt bilde av hva den aktuelle detaljistbransjens aktører er opptatt av, bransjens utfordringer etc. Eksempler på kilder er nasjonale og internasjonale bransjeblader og tidsskrifter. Primærkilder i form av intervjuer med ressurspersoner fra bransjen kan også være aktuelt. Spesialpensumets omfang skal ikke overstige 40 sider, men heller ikke være under 20 sider.

Recommended literature

Other:

Bransjetidsskrifter

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 student's presence is compulsory for the course. The 54-hour program consists of 36 hours of lectures and 18 hours of guided workshops.

Evaluation

Five obligatory assignments. Evaluated pass/fail.

A two-week individual project paper. Accounts for 100% of the grade.

Evaluation code(s)

NVH 27231 – Assignments. Pass/fail.

NVH 27232 - Project paper which accounts for 100% of the grade in NVH 2723 Retailing Management 3, 6 credits.

Both exams must be passed to obtain final grade in the course.

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.