



APPLIES TO ACADEMIC YEAR 2008/2009

## NVH 0214 The Retail Industry

### Program

Bachelor in Retail Management (1. year)

### Responsible for the course

Jan Ivar Fredriksen

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Objective

With this course the students shall develop an understanding for the mutual influence between the trade and retail industry, the society and the consumer as a whole. The course gives a basic overview with types of retailers, ownership structures, actors and retail formats. The frame of reference includes the various links in the distribution chain. Society is described in terms of political, economic and technological aspects.

### Prerequisites

No particular prerequisites are required.

### Compulsory literature

#### Books:

Levy, Michael and Barton A. Weitz. 2009. Retailing management. 7th ed. Boston, Mass.: Irwin/McGraw-Hill. Chap. 1-4

Rasmussen, Per Gunnar og Per Reidarson. 2007. Handelstrender, kjedeutvikling og service : Strukturendringer og metoder i en ny tid. Bergen: Fagbokforlaget

#### Other:

Fredriksen, Jan Ivar. 2006. Handelsnæringen: studieguide. Oslo: BI Forlag

### Recommended literature

#### Books:

Framnes, Runar, Arve Pettersen og Hans Mathias Thjømøe. 2006. Markedsføringsledelse. 7. utg. Oslo: Universitetsforlaget. Kapittel 10: Distribusjon

Lavik, Randi og Ragnhild Brusdal. 1996. Varehandelens utvikling : kjøp og salg hjemmeog ute. Oslo: Cappelen akademisk forlag

Omholt, Tore. 2005. Handel og senterutvikling : fra krambu til identitetsindustri. Bergen: Fagbokforlaget. Side 15-29

#### Journals:

Bransjetidskrifter

### Course outline

- Trade and retail in a historical perspective
- The importance of trade and retail for the national economy
- Basic structures in the trade and retail industry
- Multichannel Retailing
- Ownership structures
- Definitions of business sectors
- Chains, retail formats and types of ownership

- The retail industry and the consumer
- External constraints for trade and retail
- Value creation in trade
- Important management areas in retailing
- Internationalization in retailing
- Marketing information systems

**Computer-based tools**

Computer-based tools are not used in this course.

**Course structure**

The course is based on 36 teaching hours of lectures. The lecturer will supplement the presentation with practical examples and give attention to environment according to the trade- and retail industry. The course have focus on Retail publications and the news media from the retail industry.

**Evaluation**

An individual 5-hour written exam completes the course.

**Evaluation code(s)**

NVH 02141 written exam which accounts for 100% of the grade in NVH 0214, 6 credits.

**Aids at the examination**

No aids are allowed at the exam.

**Makeup exam**

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