



APPLIES TO ACADEMIC YEAR 2008/2009

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

Department of 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 and Barton A. Weitz. 2009. Retailing management. 7th ed. Boston, Mass.: Irwin/McGraw-Hill. Kap. 5-16

Recommended literature

Books:

Fredriksen, Jan Ivar. 2006. Detaljhandelsledelse 1: Studieguiden. 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.