



APPLIES TO ACADEMIC YEAR 2009/2010

## NVH 0123 Retailing Management 3: Classification Programmes for Retailers

### Programme

Bachelor in Retail Management (2. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

### 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 reading

#### Books:

Levy, Michael and Barton A. Weitz. 2009. Retailing management. 7th ed. Boston, Mass.: Irwin/McGraw-Hill. Kap. 4-19. Dette pensum er sammenfallende med nvh 0321 Dataljhandelsledelse 1 og nvh 0322 detaljhandelsledelse 2 og danner grunnlag for praktisk anskueliggjøring gjennom medvirkning fra næringslivets aktører og praktiske oppgaver.  
Nilssen, Børge. 2009. Franchise : verdøkende samarbeid mellom selvstendige parter. 2. utg. 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:

Diverse kompendier og utdelt materiale

### Recommended reading

#### Journals:

Bransjetidskrifter

### 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 students presence is compulsory for the course. The 54 hours program consists of 36 hours of lectures and 18 hours guided workshops.

**Examination**

A two weeks project paper connected to the chosen retail sector. Groups including maximum 3 students may cooperate in this project.

**Exam code(s)**

NVH 01231 project paper which accounts for 100% of the grade in NVH 0123 Retailing Management 3: Classification Programmes for Retailers, 6 credits.

**Examination support materials**

All aids are allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

A re-sit is held in connection with the next regular exam, normally after one year.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2010. Re-sit exam will be offered every term even spring 2013.

**Additional information**