



APPLIES TO ACADEMIC YEAR 2009/2010

NVH 0322 Retailing Management 2, Store Management and Retail Chain Management

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

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 reading

Books:

Levy, Michael and Barton A. Weitz. 2009. Retailing management. 7th ed. Boston, Mass.:

Irwin/McGraw-Hill. Kap. 4 og 17-19

Nilssen, Børge. 2009. Franchise : verdikjennende samarbeid mellom selvstendige parter. 2.utg.

Bergen : Fagbokforlaget

Collection of articles:

Fredriksen, Jan Ivar. 2009. Artikkelsamling: Driftsrelaterte områder, opplæring, trening og utvikling av medarbeidere. Materiellet vil bli utdelt underveis i kurset, eventuelt publisert i kursets web-hjemmeside

Recommended reading

Books:

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

Journals:

Bransjetidsskrifter

Course outline

Store management:

- Personnel 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.

Examination

An individual 5-hour written exam completes the course.

Exam code(s)

NVH 0322 written exam which accounts for 100% of the grade in NVH 0322, 6 credits.

Examination support materials

No aids permitted

Re-sit examination

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

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 2012.

Additional information