



APPLIES TO ACADEMIC YEAR 2010/2011

ELE 3708 Shopping Center Management

Programme

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Omholt, Tore. 2005. Handel og senterutvikling : fra krambu til identitetsindustri. Bergen : Fagbokforlaget. Introduksjon, kap. 2-5, 9-14 (185 s.)

Collection of articles:

Omholt, Tore og Arne Osvik (red.). 2010. Artikkelsamling Senterledelse. Oslo: Handelshøyskolen BI. 400 s.

Recommended reading

Books:

Jensen, Jesper Bo. 2007. Future consumer tendencies and shopping behavior. Trend lab Steen & Strøm

Miller, Daniel ... [et al.]. 1998. Shopping, place and identity. London : Routledge

Pine, B. Joseph, James H. Gilmore. 1999. The experience economy : work is theatre & every business a stage. Boston, Mass. : Harvard Business School Press

Zola, Émile. 2008 (finnes i flere utgivelser). The ladies' paradise. Oxford : Oxford University Press

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information