



APPLIES TO ACADEMIC YEAR 2010/2011

NVH 2600 Strategic Retail Management

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Introduction

The course presents steps from the analysis of the current situation to implementation of strategies, og emphasises practical applications of strategy

Objective

The objective is to teach students to carry out a strategic analysis and develop suggestions for implementation of strategies for companies in retailing, banking, and the consumer service sectors. There are more persons employed in these sectors in Norway today than in Norwegian manufacturing companies. Many of the retailing and consumer service companies do not develop new, clear strategies or suggestions for implementation of strategies. In this course we train students to produce strategic plans by studying theories as well as day-to-day business development in companies in the distributive trades.

Prerequisites

None

Compulsory reading

Books:

Hax, Arnoldo C. and Nicolas S. Majluf. 1996. The strategy concept and process : a pragmatic approach. 2nd ed. Upper Saddle River, N.J. : Prentice-Hall International. Kapitlene 1 - 4, 6, 7, 9, og 18 (139 sider).

Porter, Michael E. 1987. Konkurransestrategi. Oslo : Tano. Kapitlene 1 - 9 (275 sider)

Reve, Torger og Per R. Stokke. 1996. Strategisk analyse : grunnlaget for praktisk strategiutvikling. Bergen : Fagbokforlaget. Del 2: Gjennomføring av strategiske analyser i praksis, Kapittel 7 - 10 (81 sider)

Other:

Kompendium for NVH 2600 Strategisk varehandelsledelse. Følgende kapitler og artikler vil bli samlet i eget kompendium:

Bøker:

Gripsrud, G. & A. Nygaard. 2001. Markedsføringskanaler. 3. utg. Oslo: Cappelen akademisk forlag. Endringer i markedsføringskanalene, utdrag på 15 sider

Roos, Gøran, Georg von Krogh og Johan Roos. 2005. Strategi : en innføring. 4. utg.. Bergen: Fagbokforlaget. Kapittel 9 Iverksettelse og kapittel 10 Evaluering og kontroll. 50 sider

Stone, K. E. 1995. Competing with the retail giants. New York: Wiley. 21 sider

Artikler:

Falkenberg, J. 1990. Krever ny strategi ny ledelse?. Praktisk økonomi, 1990: nr. 1. nr. 1. 10 sider

Mintzberg, H. 2002. Crafting strateg. Harvard Business School Press. 15 sider

Porter, M. 1996. What is strategy?. Harvard Business Review. November-December. 17 sider

Slater, S F & J J Mohr. 2006. Successful development and commercialization of technology innovation: Insights based on strategy type. Journal of product innovation management. Vol 23. s 26-33

Barnes, Jay. 1991. Firm resources and sustained competitive advantage. Journal of

Management. Vol 1(1). s 99-120

Porter, Michael E. 2008. The five forces that shape competitive strategy. Harvard Business Review. s 79-93

Thomas, Ronda; Myron Gable & Roger Dickinson. 1999. An application of the balanced scorecard in retailing. The International Review of Retail, Distribution, and Consumer Research. Vol 9 (1). s 41-67

Recommended reading

Books:

Hax, Arnaldo C. and Nicolas S. Majluf. 1996. The strategy concept and process : a pragmatic approach. 2nd ed. Upper Saddle River, N.J. : Prentice-Hall International. Kapitlene 5, 10 - 17 og 19 - 20

Porter, Michael E. 1987. Konkurransestrategi. Oslo : Tano. Kapitlene 10 - 16

Course outline

- The International Arena
- Strategic Management
- Strategic Decisions
- Strategic Planning
- Management and Business Culture

Computer-based tools

The Internet

Course structure

54 hours lectures, readings, cases, company visits, group work, and presentations by students.

Examination

A five-hour individual written exam completes the course.

Examination code(s)

NVH 26001 - Written exam count for 100% of the grade in NVH 2600 Strategic Retail Management, 9 ECTS credits.

Examination support materials

None

Re-sit examination

Re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information

This course will be lectured for the last time autumn 2010.