



APPLIES TO ACADEMIC YEAR 2011/2012

ELE 3708 Shopping Center Management

Programme

Elective

Responsible for the course

Arne Osvik

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. Fagbokforlaget. Introduksjon, kap. 1-5, 9-15 (235 s.)

Collection of articles:

Omholt, Tore og Arne Osvik (red.). 2010. Artikkelsamling Senterledelse. Oslo: Handelshøyskolen BI. 346 s.

Recommended reading

Books:

International Council of Shopping Centers. 1999. Shopping Center Management. International Council of Shopping Centers. Kap. 4, 5, 10 Tilsammen 64 s.. Er anbefalt litteratur i artikkelsamlingen.

Jensen, Jesper Bo. 2007. Future consumer tendencies and shopping behaviour : hur ser framtidens konsument ut och hur påverkar den oss. Steen & Strøm Trend lab. Utsolgt fra forlaget

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

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

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

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information