



APPLIES TO ACADEMIC YEAR 2011/2012

NVH 0123 Retailing Management 3: Classification Programmes for Retailers - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Jan Ivar Fredriksen

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.

Examination 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

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was lectured for the last time spring 2010. Re-sit examination will be offered every term up to and even spring 2012.

Additional information