



APPLIES TO ACADEMIC YEAR 2011/2012

VHL 3688 Service and value oriented management in retail

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Odd Gisholt

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk. 320 sider

Collection of articles:

Staude, Cecilie og Fredriksen, Jan Ivar. 2011. Service- og verdibasert ledelse i varehandelen. Artiklene vil bli gjort tilgjengelig via itslearning

Other:

Spesialpensum. 40 sider. Se ytterligere info under arbeidskrav

Recommended reading

Other:

Bransjetidsskrifter

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information