



APPLIES TO ACADEMIC YEAR 2012/2013

NVH 3803 Performance Oriented Sales- and Services Management

Programme

Program in Store Management

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:

Berg, Petter A. 2009. Salgsledelse : om coaching av selgere. 2. utg. Cappelen akademiske. 292 sider

Vik, Sigurd. 2007. Prestasjonskultur og prestasjonsledelse. Universitetsforlaget. 298 sider

Collection of articles:

Artikkelsamling, 139 sider

Other:

Kurskompendium m/ øvingsoppgaver: Prestasjonsorientert salgs- og serviceledelse. 2009. BI Varehandel. 135 sider

Recommended reading

Books:

Hammond, Richard. 2011. Smart retail : practical winning ideas and strategies from the most successful retailers in the world. 3rd ed. Prentice Hall

Johansen, Jon Ivar & Frode Engh. 2006. NoXcuse : ta kontroll - eller bli kontrollert. Hegnar Media

Rackham, Neil. 1988. De store ordrene : målrettet salg av kapitalvarer. Norsk management forlag

Course outline

Computer-based tools

Learning process and workload

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information