



## KURSPLAN

# Detaljhandel, 7,5 högskolepoäng

*Retailing, 7.5 credits*

---

<b>Kurskod:</b>	TDHN11	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	VD 2020-12-01	<b>Utbildningsområde:</b>	Tekniska området
<b>Gäller fr.o.m.:</b>	2021-01-01	<b>Ämnesgrupp:</b>	IE1
<b>Version:</b>	1	<b>Fördjupning:</b>	G2F
		<b>Huvudområde:</b>	Industriell organisation och ekonomi

---

### Lärandemål

After a successful course, the student shall

Kunskap och förståelse

- show familiarity with retailing and its role in an industrial and supply chain setting, as well as the future professional prospects
- demonstrate comprehension of the terminology, methods and models, and current research within retailing
- display knowledge of the design, planning and management of products and information flows, with focus on retail supply chain management

Färdighet och förmåga

- demonstrate the ability to independently identify and gather information, and to formulate and critically analyze retailing-related problems
- demonstrate the ability to make critical interpretation of retailing-related information, as well as planning for and carrying out an analysis in a report

Värderingsförmåga och förhållningssätt

- demonstrate the ability to judge the sustainability aspects of retailing
- demonstrate the ability to apply an interdisciplinary approach and a systems perspective to suggest and compare different alternatives for designing, planning and managing flows in retail supply chains

### Innehåll

The aim of this course is to provide knowledge of retailing from a supply chain management perspective. The course focuses on the overlap of logistics and marketing in supply chains, specifically on methods for planning and management of retailing.

The course includes the following elements:

- Principles of Retailing and e-Commerce
- Multi-Channel Distribution

- Customer Management
- Merchandise Management
- Location Analysis and Planning
- Logistics Fulfillment
- Sustainability

### Undervisningsformer

Teaching comprises of lectures, case seminars and project work.

Undervisningen bedrivs på engelska.

### Förkunskapskrav

Grundläggande behörighet samt genomgångna kurser på grundnivå 60 hp inklusive Teknisk logistik, 7,5 hp eller Företagslogistik, 15 hp (eller motsvarande kunskaper).

### Examination och betyg

Kursen bedöms med betygen 5, 4, 3 eller Underkänd.

The total course grade is set based on the grade for the Final Written Examination and Project Work upon completion of all the exam modules.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Skriftlig tentamen	2,5 hp	5/4/3/U
Projektarbete	2,5 hp	5/4/3/U
Övningar och inlämningsuppgifter	2,5 hp	U/G

### Kurslitteratur

The literature list for the course will be provided one month before the course starts.

Levy, M., Weitz, B., and Grewal, D. (Latest International Edition), Retailing Management, McGraw-Hill Education, NY USA, ISBN: 978-1-260-08467-4 (for the 2019 version).

Additional academic articles and further required and recommended readings will be communicated upon the start of the course.