



## KURSPLAN

# Detaljhandel, 9 högskolepoäng

*Retailing, 9 credits*

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<b>Kurskod:</b>	TDHN18	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	VD 2017-02-01	<b>Utbildningsområde:</b>	Tekniska området (95%) och samhällsvetenskapliga området (5%)
<b>Reviderad av:</b>	Utbildningschef 2018-12-05	<b>Ämnesgrupp:</b>	IE1
<b>Gäller fr.o.m.:</b>	2019-01-01	<b>Fördjupning:</b>	G2F
<b>Version:</b>	2	<b>Huvudområde:</b>	Industriell organisation och ekonomi

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### 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 materials and information flows, with focus on retail supply chain management

#### Färdighet och förmåga

- demonstrate the ability to independently identify and gather information, 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 suggest and compare different alternatives for designing, planning and managing flows in retail supply chains while considering the consequences and risks associated with the alternatives
- demonstrate the ability to judge the sustainability aspects of retailing
- demonstrate the ability to apply an interdisciplinary approach and a systems perspective

### 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 Introduktion till logistik och materialhantering, 9 hp (eller motsvarande kunskaper).

### Examination och betyg

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

The final grade for the course is based on written examination and project work. The final grade will only be issued after satisfactory completion of all assessments.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Skriftlig tentamen	4 hp	5/4/3/U
Projektarbete	3 hp	5/4/3/U
Seminarie	1 hp	U/G
Frågor	1 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 edition), Retailing Management, (currently 10th edition – International Edition), McGraw-Hill Education, NY USA, ISBN: 978-1-260-08467-4 (for the 2019 version).

For those interested in the online version of the book, a special link to the McGraw-Hill Connect portal will be provided in class.

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