Linnæus University

Jnr: 2016/3136-3.1.2.2

Course syllabus

School of Business and Economics
Department of Marketing

1FE172 Avancerad teknisk försäljning, 30 högskolepoäng
Advanced Technical Sales, 30 credits

Main field of study
Business Administration

Subject Group
Business Administration

Level of classification
First Level

Progression
G1F

Date of Ratification
Approved 2014-10-01
Revised 2016-06-15 by School of Business and Economics. Literature revision Modules 1, 3 and 4, and specification of examination and update of standard texts.
The course syllabus is valid from autumn semester 2016

Prerequisites
At least 45 credits of university studies, where of at least 30 credits within Business Administration, including basic marketing 7.5 credits and English B/English 6 or the equivalent.

Objectives

Module 1: Technical Sales, 7.5 credits

After completion of the course, the student is expected to be able to:

- design a plan for a sales related project
- explain critical aspects in managing sales related projects
- explain key measurements and ratios in sales
- calculate, quantify real customer value as a basis and/or support for pricing decisions
- construct a formal written offer, written business proposal and present, argue for this proposal
- develop a plan for a company wanting to present itself at a trade fair

Module 2: Production and Production Systems, 7.5 credits

After completion of the course, the student is expected to be able to:

- describe alternative production systems and explain how production systems impacts business and development of new or customer-tailored products

- describe main elements in a production strategy
- describe and explain key measurements and ratios in production
- explain advantages and disadvantages with outsourcing of production
- describe current trends and tendencies in industrial production and explain the driving forces behind those trends and tendencies

Module 3: Supply Chain Management, 7.5 credits

After completion of the course, the student is expected to be able to:

- account for principles and approaches regarding supply chain management (SCM), and explain their implications for a company
- study modern information technology to reduce cost and improve service in supply chain management
- carry out case study and project on information access, information coordination, and information processing for supply chain management in various business environments

Module 4: Enterprise Systems, 7.5 credits

After completion of the course, the student is expected to be able to:

- describe common components within an enterprise (ES) and enterprise resource planning (ERP) system
- describe the purposes and applications of ES/ERP in relation to sales
- explain how ES/ERP can support new business development
- construct a functional specification for a CRM system
- handle working within a CRM system

Content

The course contains the following modules:

Module 1 Technical Sales 7.5 credits
The module contains:

- value based pricing: life cycle cost and life cycle profit; LCC and LCP
- project management in cross-functional teams
- planning and organizing sales activities
- measurement of sales and sales efficiency
- handling CRM in operative sales work
- writing formal business propositions/offers; structure and content
- rhetorics, techniques in presenting and arguing value of various solutions
- working with trade-fairs to generate sales leads
- strategy, tactics and practice in closing business deals and negotiating business deals

Module 2 Production and Production Systems 7.5 credits
The module contains:

- production systems: structures and lifecycle-perspective
- from idea through concept to production
- production strategy
- evaluation and development of production systems
- development of new products in relation to production issues
- efficiency and productivity
- outsourcing production

- outsourcing production
- trends and tendencies in production

Module 3 Supply Chain Management 7.5 credits
The module contains:

- the basics of supply chain management
- analyzes of roles and objectives of supply chain management
- the flows of supply chain management and data warehouses
- descriptions and analyses of supply chain integration
- the role of Information Technology in supply chain management

Module 4 Enterprise Systems 7.5 credits
The module contains:

- Enterprise Systems (ES) and Enterprise Resource Planning Systems (ERP)
- Enterprise Systems structure and modules
- an overview of common ES/ERP
- business development supported by ES, ERP
- SCM (Supply Chain Management) and ES, ERP
- CRM (Customer Relation Management) and ES, ERP
- e-business and ES, ERP

Type of Instruction
Lectures, literature studies, project work involving partnering companies and cases. Obligatory parts are stated in the schedule.

Examination
The course is assessed with the grades A, B, C, D, E, Fx or F.
Module 1: Technical Sales, 7.5 credits
The module is assessed through written exam and written reports.

Module 2: Production and Production Systems, 7.5 credits
The module is assessed through written exam, seminar paper and written report.

Module 3: Supply Chain Management, 7.5 credits
The module is assessed through written exam and seminar paper.

Module 4: Enterprise Systems, 7.5 credits
The module is assessed through written exam and a written report.

Concerning all modules:
The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of

examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:The course overlaps 2FE170 and 2FE120 by 100 % each.

Required Reading and Additional Study Material

List of references Module 1 - Technical Sales 7.5 credits

Required Reading

Cheverton, P. *Key Account Management – Tools and Techniques for achieving profitable key supplier status.* MPG Books, Bodmin. Latest edition. Approx. 400 pages.

Jobber, D. & Lancaster, G. *Selling and sales management.* Prentice Hall. Latest edition. Approx. 200 pages.

Rackham, N. *Major Account Sales Strategy.* McGraw-Hill Professional. Latest edition. Approx. 200 sidor.

Scientific articles. Approx. 200 pages.

List of references Module 2 - Production and Production Systems 7.5 credits

Required Reading

Bellgran, M. & Säfsten, K. *Production Development - Design and Operation of Production Systems.* Springer. Latest edition. Approx. 340 pages.

Scientific articles. Approx. 200 pages.

List of references Module 3 - Supply Chain Management 7.5 credits

Required Reading

Jonsson, P. *Logistics and supply chain management.* McGraw Hill Higher Education. Latest edition. Approx. 540 pages.

Scientific articles. Approx. 200 pages.

List of references Module 4 - Enterprise Systems 7.5 credits

Required Reading

Motiwalla, L. and Thompson J. *Enterprise Systems for Management.* Prentice Hall. Latest edition. Approx. 350 pages.

Scientific articles. Approx. 200 pages.