



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE600 Affärsmannaskap med praktisk försäljningsteknik, 7,5 högskolepoäng

1FE600 Businessmanship and Sales Techniques in Practice, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2009-05-05

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

Business Administration 1-30 ECTS or the equivalent

Objectives

After completing the course students are expected to be able to:

- describe and apply general strategies within the field of businessmanship
- in practice, handle and communicate operative elements of the process of planning, realization, and follow-up of sales activities
- understand the differences in procedure between the selling of merchandise and the selling of services
- on a general level, account for differences in the sales process within B2C versus B2B
- plan and carry out basic business negotiations
- have an understanding for fundamental business ethics

Content

- businessmanship
- comprehensive businessmanship
- business ethics
- business cultures
- the interplay between marketing and sales
- the sales process within B2C, B2B, as well as merchandise, services, or a combination of these
- develop and establish business and customer relations
- organise businessmanship
- sales techniques
- comprehensive sales techniques
- sales call reluctance
- personal selling
- sales visit
- operative and tactical negotiation tactics
- aftersales
- practical sales and negotiation games and practice elements

Type of Instruction

Teaching consists of lectures, seminars, practical cases, and group assignments. Participation in, and preparation for, some of the seminars listed in the course information is mandatory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Assessment of students is carried out in the form of written and oral assignments. Active participation during seminars and results of written reports also determines a passing grade.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Storbacka, K. and Lehtinen, J R. *CRM Customer Relationship Management*, Malmö, Liber. 209 p. Latest edition.

Thorborg, S. *Försäljning och säljledning*, Malmö, Liber. 378 p. Latest edition.

Reference literature

Algotsson, M. and Klaveskjöld, P. *Säljare i världsklass med Mental Träning*, Malmö, Liber. 144 p. Latest edition.

Fisher, R., Ury, W., Patton, B. *Vägen till Ja: En nyckel till framgångsrika förhandlingar*. Malmö: Liber. 176 p. Latest edition.

Gummesson, E. *Relationsmarknadsföring: Från 4P till 30R*, Malmö, Liber. 383 p. Latest edition.

Haig, M. *Att sänka ett varumärke*, Malmö, Liber. 197 p. Latest edition.

Haig, M. *Att lyfta ett varumärke*, Malmö, Liber, 188 p. Latest edition.

Kotler, P., and Armstrong, G., Parment, A.(2011) *Principles of Marketing – Swedish edition*. Essex, Pearson Education Limited 495 p. ISBN 978-0-273-73596-0

Laurelli, R. *Försäljning och affärer*, Uppsala, Konsultförlaget, 131 p. Latest edition.

Lewis, R D. *När kulturer krockar*, Falun, Svenska Förlaget, 317 p. Latest edition.

McCormack, M. *Om Försäljning*, Borgå, Schibsted Förlagen SVF, 175 p. Latest edition.

Nelson-Bülow, H. *Från förhandling till avtal: Strategi, taktik och juridik*, Lund, Studentlitteratur. 181 p. Latest edition.

Rackham, N. *Personlig försäljning: Komplex försäljning, från tro till vetande*, Malmö, Liber. 212 p. Latest edition.

Söderlund, M. *Den nöjda kunden*, Malmö, Liber, 208 p. Latest edition.

Unt, I. *Förhandla med framgång*, Lund, Studentlitteratur, 174 p. Latest edition.

Wanger, P. *Kundpsykologi*, Lund, Studentlitteratur, 270 p. Latest edition.

Other educational material

Editorial and scientific articles. About 200 pages.