



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE658 Företagsekonomi II - Internationell försäljning, 7,5  
högskolepoäng

Business Administration II - International Sales, 7.5 credits

**Main field of study**

Business Administration

**Subject**

Business Administration

**Level**

First cycle

**Progression**

G1F

**Date of Ratification**

Approved 2020-01-22.

Revised 2025-02-17. Revision of set of examination.

The course syllabus is valid from autumn semester 2025.

**Prerequisites**

At least 15 credits in Business Administration of which at least 7.5 credits in marketing and English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- describe and critically discuss the everyday sales activities business professionals engage in when doing business in an international context
- account for the fundamentals of selling and sales management
- apply knowledge in communication and rhetoric to plan, perform and evaluate

## Content

The course contains:

- international sales with focus on value, interaction, relationships and networks
- the fundamentals of relationship selling, from planning and preparation to performance and evaluation
- persuasion and everyday argumentation in international sales

## Type of Instruction

The teaching consists of lectures, literature studies, cases and projectwork.

## Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through an individual written examination which is orally presented 6 credits and an individual written examination 1.5 credits.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Required Reading and Additional Study Material

### Required reading

Hunt, S., Dietz, G. & Hansen, J. *Professional Selling - because everyone is a salesperson*. Mc Graw Hill. Latest edition. About 290 pages.

### Additional study material

Scientific articles. About 200 pages.