



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE677 Internationell försäljning i praktiken, 7,5 högskolepoäng

1FE677 International sales 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 2011-09-30

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 credits and Sales operations and techniques with an international perspective 7,5 credits.

Objectives

After completing this course the student should be able to:

- acquire an understanding of relevant practical methods in international sales
- develop a comprehensive understanding of international business organizations and negotiations
- acquire more knowledge about practical business cases within sales
- develop a good understanding of operating as an international sales representative
- develop an understanding of how to analyze international sales activities and operations
- examine practical sales operations

Content

- International sales in practice

- International sales growth paths
- Building and operating international businesses with strong sales focus
- International sales in different regions of the world
- Practical reflections to real business situations and cases

Type of Instruction

The students are obligated to examine practical sales business cases in a project. They should be able to demonstrate a clear analysis and reflection by using the literature and other open data sources. They should present their result in a written report presented at a final seminar.

Apart from the project that is student-driven there will be lectures, seminars and tutoring of the student-projects.

Examination

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

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

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Daniels, V.S. (latest ed.) International Sales, ISBN 13: 978-0-976-85223-0

Hansen, J. (latest ed.) Act Like a Sales Pro, Carrer Press, ISBN 13: 978-1-601-63167-1

Sugars, B.J. (latest ed.) Instant Sales, McGraw Hill Professional, ISBN 13: 978-0-071-46664-6

Additional teaching materials

Country Reports and other material from the Swedish Trade Council

Sales training materials distributed in class

Articles, case materials and other material distributed in class

Suggested Readings

Anderson, C. (latest ed.) Long Tail, ISBN 13: 978-91-0-011803-7

Godin, S. (latest ed.) All Marketers are Liars: The Power of Telling Authentic Stories in a low-trusted World, ISBN 10: 1-59184-100-3

Kim, W.C. & Mauborgne, R. (latest ed.) Blue Ocean Strategy

Scott, D.M. (latest ed.) The new Rules of Marketing and PR: How to use news releases, blogs, podcasting, viral marketing & online media to reach your buyers directly, John Wiley & Sons