



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE680 Försäljning - verksamhet och teknik utifrån ett internationellt perspektiv, 7,5 högskolepoäng

1FE680 Sales Operations and Techniques with an International Perspective, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2015-05-13

Revised 2023-02-27 by School of Business and Economics. Prerequisites as well as standard texts.

The course syllabus is valid from autumn semester 2023

Prerequisites

At least 15 credits completed courses in Business Administration G1N. English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- account for relevant concepts within international business and sales
- account for and reflect upon international business activities and international sales strategies and operations
- analyze practical business cases within sales
- plan and implement trade shows and exhibitions
- examine and train operational and practical sales situations

Content

The course contains:

- international business activities and international sales
- international sales strategies
- managing organizational and managerial issues focusing on international sales operations
- building and operating international businesses with strong sales focus
- international sales with an emphasis on internet applications
- similarities and dissimilarities between sales activities in B2C and B2B and between goods and services
- sales call reluctance
- real business situations and cases

Type of Instruction

Teaching consists of lectures, seminars, workshops and tutoring. Dates for compulsory components are stated in the schedule.

Examination

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

The course is examined through a written report, oral presentations, literature seminars and a home exam.

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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation are in regular 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: 1FE679 with 7.5 credits.

Required Reading and Additional Study Material

Obligatory literature

Jobber, D. Lancaster G. & Le Meunier-FitzHugh, K. *Selling and sales management*. Pearson. UK. Latest edition. About 450 pages.

Reference literature

Anderson, C. *Long Tail: Why the future of business is selling less of more*. Hyperion

Books. Latest edition. About 270 pages.

Godin, S. *All Marketers are Liars: The Power of Telling Authentic Stories in a low-trusted World*. Portfolio. Latest edition. About 220 pages.

Kim, W.C. & Mauborgne, R. *Blue Ocean Strategy*. Harvard Business School Press. Latest edition. About 290 pages.

Scott, D.M. *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. Latest edition. About 290 pages.