



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE120 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

G2F

Date of Ratification

Approved by the Board of the School of Business and Economics 2010-09-13

Revised 2011-03-04

The course syllabus is valid from autumn semester 2011

Prerequisites

Business Administration 1-60 credits, including a minimum of 7,5 credits in marketing.

Expected learning outcomes

Subcourse 1 Technical sales, 15 credits

After completion of the course, the student is expected 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 business proposal and present, argue for this proposal
- develop a plan for a company wanting to present itself at a trade fair.

Subcourse 2 Production and production systems, 7,5 credits

After completion of the course, the student is expected 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

Subcourse 3 Enterprise systems, 7,5 credits

After completion of the course, the student is expected 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

Module 1 Technical sales 15 credits

- 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
- Rethorics, 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

- 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
- trends and tendencies in production

Module 3 Enterprise Systems 7.5 credits

- 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.

Examination

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

Grading of students performance carried out through individual written exams, written and oral presentations of project work and written reports from study visits.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale

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 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.

Credit Overlap

The course cannot be part of a degree with another course with a content that is the same or partly the same as that of this course

Required Reading and Additional Study Material

List of references Module 1 - Technical sales 15 hec

Cheverton, P., Key Account Management – Tools and Techniques for achieving profitable key supplier status, 4th ed., MPG Books, Bodmin, 2008, ISBN 978 0 7494 5277 3, (374 p.)

Darr, A., Selling Technology: The Changing Shape of Sales in an Information Economy, Cornell University, Ithaca, 2006, ISBN 978-0-8014-4431-9, (138 p.)

Articles (400 p.)

List of references Module 2 - Production and production systems 7.5 hec

Bellgran, M., Säfsten, K. Production Development - Design and Operation of Production Systems, Springer 2010, ISBN: 978-1-84882-494-2, (340 p.)

Articles (200 p.)

List of references Module 3 - Enterprise Systems 7.5 hec

Perkins W. C. and Thompson J., Enterprise Systems for Management, Prentice Hall, 2009, ISBN-13: 9780132335317, (352 p.)

Articles (200 p.)