Linnæus University

Jnr: 2014/2827-3.1.2

# Course syllabus

School of Business and Economics
Department of Marketing

## 2FE170 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 School of Business and Economics 2014-10-01
The course syllabus is valid from autumn semester 2015

**Prerequisites**
At least 105 credits of University studies, where of at least 60 credits within Business Administration, including basic marketing 7.5 credits and English B/English 6 or the equivalent.

## Objectives

**Module 1: Technical Sales, 7.5 credits**

After completion of the module, the student is expected to be able 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 offer, written business proposal and present, argue for this proposal
- develop a plan for a company wanting to present itself at a trade fair

**Module 2: Production and Production Systems, 7.5 credits**

After completion of the module, the student is expected to be able 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

- describe and explain key industrial efficiency and value 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

**Module 3: Supply Chain Management, 7.5 credits**

After completion of the module, the student is expected to be able to:

- account for principles and approaches regarding supply chain management (SCM), and explain their implications for a company
- study modern information technology to reduce cost and improve service in supply chain management
- carry out case study and project on information access, information coordination, and information processing for supply chain management in various business environments

**Module 4: Enterprise Systems, 7.5 credits**

After completion of the module, the student is expected to be able 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

The course contains the following modules:

***Module 1 Technical Sales 7.5 credits***

The module contains:

- 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
- rhetorics, 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***

The module contains:

- 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 Supply Chain Management 7.5 credits***

The module contains:

- the basics of supply chain management
- analyzes of roles and objectives of supply chain management
- the flows of supply chain management and data warehouses
- descriptions and analyses of supply chain integration
- the role of Information Technology in supply chain management

***Module 4 Enterprise Systems 7.5 credits***

The module contains:

- 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.
Obligatory parts are stated in the schedule

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## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.
Grading of students performance carried out through individual written exams, written and oral presentations of project work and written reports from study visits.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## 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.

## 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:The course overlaps 1FE172 and 2FE120 by 100 % each.

## Required Reading and Additional Study Material

***List of references Module 1 - Technical Sales 7.5 credits***

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

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

Scientific articles. 400 pages.

***List of references Module 2 - Production and Production Systems 7.5 credits***

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

Scientific articles. 200 pages.

***List of references Module 3 - Supply Chain Management 7.5 credits***

Simchi-Levi, D., Kaminsky, P. & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies, and Cases.* (3rd ed.). McGraw Hill; ISBN: 978-0071244770; November. 544 pages.

Scientific articles. 200 pages.

***List of references Module 4 - Enterprise Systems 7.5 credits***

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

Scientific articles. 200 pages.