

**SYLLABUS**

# **Sales and Ethics 7.5 credits**

## **M0010N**

**Försäljning och etik**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE**  
**2022-01-14**

# Sales and Ethics 7.5 credits M0010N

## Försäljning och etik

### First cycle, M0010N

<b>Education level</b>	<b>Grade scale</b>	<b>Subject</b>	<b>Subject group (SCB)</b>
First cycle	U G#	Företagsekonomi	Business Administration

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

## Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

## Course Aim

The aim of the course is that the student will develop an understanding of selling and the ability to carry out sales calls.

After passing the course the student shall be able to:

- explain and apply concepts in the area of personal selling
- plan sales calls
- carry out sales calls
- evaluate sales calls
- describe how ethical concepts and approaches might affect different sales situations

## Contents

The course contains theories about personal selling and how to plan, carry out and evaluate sales activities. The course also discusses ethics and how ethical concepts and approaches might affect selling

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course contains lectures, seminars, group work and practical training. The course contains project work in contact with business sector, business sector based cases.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In compulsory assignments and seminars, the following abilities are examined:

- explain and apply concepts in the area of personal selling
- plan sales calls
- evaluate sales calls
- describe how ethical concepts and approaches might affect different sales situations

In seminars and practical training the student must demonstrate ability to:

- explain and apply concepts in the area of personal selling
- plan sales calls
- carry out sales calls
- evaluate sales calls
- describe how ethical concepts and approaches might affect different sales situations

Presence during compulsory sessions is required.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

The course is primarily aimed for students within the programme in Real Estate Brokerage.

## Overlap

The course M0010N is equal to U0008N

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Compulsory tests and assignments	U G#	7.5	Mandatory	A10	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via

My LTU.

## **Last revised**

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-01-14

## **Syllabus established**

by Head of the Department of Business Administration and Social Sciences 2010-02-19