

SYLLABUS

Negotiations and sales calls

7.5 credits M7021N

Förhandlingar och affärssamtal

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2022-02-11

Negotiations and sales calls 7.5 credits M7021N

Förhandlingar och affärssamtal

Second cycle, M7021N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G#	Företagsekonomi	Business Administration

Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass. This must include the following course: Principles of Marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

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

After passing the course the student shall be able to:

- explain and apply concepts in the areas of personal selling and negotiations
- plan and analyze the sales function with the help of theories within selling
- plan for sales calls and negotiations with the help of theories within personal selling and negotiations
- carry out sales calls and negotiations with the help of theories within personal selling and negotiations
- evaluate sales calls and negotiations with the help of theories within personal selling and negotiations

Contents

The course deals with theories within personal selling and negotiations and how organizations can plan, carry out and evaluate sales calls and negotiations. The course further deals with the role and responsibilities of the sales person and the cooperation between the sales function and other functional areas within the company.

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 and compulsory assignments, such as group work and practical training. The course contains project work in contact with business sector, and business sector based cases. The course is offered in English.

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 a written test, the following abilities are examined:

- the ability to explain and apply concepts in the areas of personal selling and negotiations

In group work and practical training assignments, the following abilities are examined:

- plan and analyze the sales function with the help of theories within selling
- plan for sales calls and negotiations with the help of theories within personal selling and negotiations
- carry out sales calls and negotiations with the help of theories within personal selling and negotiations
- evaluate sales calls and negotiations with the help of theories within personal selling and negotiations

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, 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.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Practical training assignments	U G#	1.5	Mandatory	A21	
0003	Group work	U G#	3	Mandatory	A21	
0004	Written exam	U G#	3	Mandatory	A21	

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 2022-02-11

Syllabus established

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