

SYLLABUS

Sales and Ethics 7.5 credits

U0008N

Försäljning och etik

Course syllabus admitted: Spring 2020 Sp 4 - Present

DECISION DATE
2020-01-17

Sales and Ethics 7.5 credits U0008N

Försäljning och etik

First cycle, U0008N

Education level	Grade scale	Subject	Subject group (SCB)
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

Examiner

Lars Bäckström

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.

Remarks

Due to similar content, the course can not be included in a degree together with the courses M0010N or other courses with similar content. Contact: ETKS educational administration eduetks@ltu.se.

Overlap

The course U0008N is equal to M0010N

Literature. Valid from Autumn 2018 Sp 1

Rolf Laurelli & Bengt Åke Cras, Handbok för personlig försäljning, Liber, 2011.
Erik Ullsten, BästSäljaren.

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	A18	

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2020-01-17

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2020-01-17