



Faculty of Economic Sciences, Communication and IT  
Business Administration

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 28 September 2010, and is valid from the Autumn semester of 2011 at Karlstad University.

**Course Code:** FEGB50

**Ethics and Sales Techniques, 6 ECTS Credits**  
(Etik och säljteknik, 6 Swedish credit points)

**Degree Level:** Bachelor

**Progressive Specialisation:** ()

### Language of Instruction

Swedish

### Prerequisites

Business Administration 30 ECTS cr

### Major Field of Study

#### Learning Outcomes

Upon completion of the course, students should be able to:

- give an account of and discuss the different stages in the sales process and sales talk and the factors that influence the final sales, and
- act and communicate in an ethical and trustworthy way as a salesman, thus building a mutually rewarding business relation for both parties.

#### Content and Form of Instruction

The first component of the course deals with how people's attitude to themselves, their profession and relation to other people affects the anticipated sales result. Confidence-creating measures, basic ethical values, relation-oriented sales and customer benefit are discussed. Key words are intention, motivation and communication.

The second component has a focus on sales techniques and the need for adapted communication. The way behaviour and approach affect the customer is presented as are tools to perform the effective sales talk. Practical training in fictive communication and sales exercises is included.

The third component places the sales process in the general business administration context and emphasises sales techniques and ethics as central to business marketing.

The fourth component deals with the specific sales situations that real estate agents are placed in, from marketing themselves and their business to the closing of a real estate deal.

#### Reading List

See separate document.

## Examination

Examination is in the form of a written exam and laboratory tasks with accompanying applications.

## Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

## Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

## Course Certificate

A course certificate will be provided upon request.

## Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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