



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Ethics and Sales Techniques

Course Code:	FEGB50
Course Title:	Ethics and Sales Techniques <i>Etik och säljteknik</i>
Credits:	6
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-08-31, and is valid from the Spring semester 2019 at Karlstad University.

Prerequisites

Business Administration 30 ECTS credits

Learning Outcomes

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

- give an account of and analyse the various steps 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, and
- demonstrate understanding of building a mutually rewarding business relationship for both parties.

Content

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 effects of the sales person's behaviour and approach on the customer are 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 the centrality of sales techniques and ethics 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

Assessment is in the form of an individual hand-in assignment and participation in a mandatory exercise.

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 evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

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