



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Sales management

<b>Course Code:</b>	IEGC01
<b>Course Title:</b>	Sales management <i>Sales management</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

**Major Field of Study:**  
IEA (Industrial Management)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-02-14, and is valid from the Autumn semester 2022 at Karlstad University.

### Prerequisites

At least 60 ECTS credits in the Master of Science in Industrial Engineering and Management Programme (TACIE), including the courses IEGA06 Industrial Organisation (7.5 ECTS credits) and IEGA07 Industrial Management Accounting (7.5 ECTS credits), plus registration on the courses IEGA05 Industrial Marketing (7.5 ECTS credits) and IEGA09 Corporate Finance (7.5 ECTS credits), plus upper secondary level English 6, or equivalent

### Learning Outcomes

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

1. define, interpret, apply, and critically discuss central concept and phenomena related to sales management,
2. give an account of, assess, and critically discuss current research related to sales management,
3. identify and critically reflect upon implications of sales of goods and services in industrial

- markets with reference to and support from theory and research results,
4. identify, evaluate, and assess legal and ethical factors related to sales management with reference to and support from theory and research results,
  5. search for, collect, assess, integrate, and present scholarship related to sales management, and
  6. produce and present reports in accordance with academic conventions.

### **Content**

The strategic importance of sales management in industrial marketing is described and discussed in the course, with a special focus on the differences between various goals, objectives, sales processes, roles, relations, contracts, instruments, and approaches in different sales situations. Discussions focus on central theories, concepts, methods, and models in sales management and how these are used both in research and in practice to describe, categorise, and analyse how companies manage and work with sales. There is an emphasis throughout the course on the significance of sales management for the value creation that takes place in the interaction between a company and its customers, and a special emphasis on ways in which the sales of a company develop when it moves from selling goods to offering services and solutions, and on ways in which legal and ethical factors can influence and be handled in different sales situations.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral group assignments, presented and discussed in mandatory seminars, and an individual written assignment which includes peer review of another student's work.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades 5 (Pass with Distinction), 4 (Pass with Some Distinction), 3 (Pass), U (Fail) 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.