



## COURSE SYLLABUS

# Purchasing and Sales, 7.5 credits

*Purchasing and Sales, 7,5 högskolepoäng*

---

Course Code:	MLDK13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Revised by:	Council for Undergraduate and Masters Education Oct 22, 2014	Subject group:	FE1
Valid From:	Jan 19, 2015	Specialised in:	G1F
Version:	2	Main field of study:	Business Administration
Reg number:	IHH 2014/4484-122		

---

### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

#### *Knowledge and understanding*

- explain and discuss terms within sales and purchasing, including complex sales

#### *Skills and abilities*

- analyse purchasing problems and use purchasing methods and techniques to solve those problems
- analyse sales problems and use sales methods to solve those problems

#### *Judgement and approach*

- recognize and report ethical issues related to situations of purchasing and sales

### Contents

Purchasing and sales aims at developing the student's ability to work creatively and actively in purchasing and sales. The student is trained in relevant techniques and methods for purchasing and sales.

Important parts of the course are

- Sales, including complex sales
- The changing role of purchasing
- Entry strategies
- Sales methods
- Evaluation of buyer/seller relationships
- Strategic purchasing
- Ethics

### Type of instruction

The course includes lectures and seminars. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course literature and completing group assignments.

The teaching is conducted in English.

The teaching is conducted in English.

### Prerequisites

30 credits in Business Administration or Economics including 15 credits in Business Administration (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The examination consists of a written exam (80%) and a project (20%). Knowledge and understanding is examined through the written exam. Skills and abilities as well as judgement and approach are examined through both the exam and the project.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed

electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

#### *Literature*

Manning, Ahearne, Reece, (2013) Selling Today – partnering to create value, Harlow, Pearson

Selected articles (available at the library homepage)