

Vaasan yliopisto on ollut mukana valmistelemassa insinööreille suunnattua myyntiosaamisen yhteistyökokonaisuutta Sales and Purchase Management 15 op. Hanke on Vaasan ammattikorkeakoulun, Yrkeshögskolan Novian, Vaasan yliopiston, Åbo Akademin Vaasan yksikön ja Svenska Handelshögskolanin Vaasan yksikön yhteinen.

Kokonaisuuden opetus järjestetään lukuvuoden 2015-2016 aikana englanniksi. Ensimmäinen opintojakso on alkanut lokakuussa 2015 (järjestäjänä Novia). Vaasan yliopiston teknillinen tiedekunta vastaa opintokokonaisuudessa Sales Management and Negotiating Skills 6 op –opintojaksosta (järjestetään keväällä 2016 periodilla III).

Opintojakson voi sisällyttää vapaasti valittaviin opintoihin tai DI-tutkinnon liiketoimintaosaamisen kokonaisuuteen.

Kokonaisuuteen voi osallistua opiskelijoita kaikista mukana olevista korkeakouluista. Opiskelijat otetaan ilmoittautumisjärjestyksessä.

Kevätlukukaudella 2016 Vaasan Ammattikorkeakoulu järjestää seuraavat kaksi opintojaksoa. Ilmoittautumiset 1.3.2016 klo 15.00 mennessä sähköpostitse amanuenssi Ulla Laakkonen, ulla.laakkonen@uva.fi. Ilmoita nimesi, opiskelijanumerosi ja mille kurssille ilmoittaudut.

Registration to the following two courses organized by Vaasa University of Applied Sciences latest by 1.3.2016 at 3 o'clock to Amanuensis Ulla Laakkonen, ulla.laakkonen@uva.fi. Inform your name, student number and to which course you are registering.

Cultural Knowledge and Trade in Different Markets 3 cr

Teacher: Blomqvist Helena. Korkeakoulukonsortio/Myyntiosaaminen

Aikataulu/Schedule: Starts week 10. First lecture on Thursday 10.3.2016 at 14.30. Lecture room A1080 (VAMK)

Rakennetyyppi: Opintojakso

Koodi: TXV0126

Tyyppi: Vapaasti valittava

Taso: AMK

Laajuus: 3.0 op

Opetuskieli: Englanti

Osaamistavoitteet

The student understands how different cultures affect the working society. The student should be prepared for working abroad and have an open mind for other cultures.

Opiskelijan työmäärä

Total work load of the course: 81 h

of which scheduled studies: 40 h

and autonomous studies: 41 h

Edeltävät opinnot / Suositellut valinnaiset opinnot:

No prerequisites

Sisältö:

The aim of the course is to provide students with information regarding a special geographical market area, preparations for working abroad, the meaning of the business culture and the culture of the organization for business relations from different countries, Hofstede's five cultural dimensions: Power Distance, Individualism versus Collectivism, Masculinity versus Femininity, Uncertainty Avoidance and Long-Term Orientation

Opiskelumateriaali

Hofstede,G.2010: Culture and Organization

Lomax , S. 2001. Best practices for Managers and Expatriates. A Guide on Selection, Hiring and Compensation. USA. John Wiley and Sons.

Other material informed by the lecturer at the beginning of the course.

Opetusmuoto / Opetusmenetelmät

Lectures, guest lectures, project learning, self-studies and presentations.

Arviointikriteerit

1 the student understands the meaning of other cultures

3 the student understands well the meaning of other cultures

5 the student understands excellent the meaning of other cultures

Arviointimenetelmät

Written exam and project report and presentation

International Contracts 3 cr

Teacher: Maj-Lis Backman (Korkeakoulukonsortio/Myyntiosaaminen)

Aikataulu/Schedule: Starts 7.3.2016 at 14:30 A2041 (VAMK)

Rakennetyyppi: Opintojakso

Koodi: TXV0125

Tyyppi: Vapaasti valittava

Taso: AMK

Laajuus: 3.0 op

Opetuskieli: Englanti

Osaamistavoitteet:

The student becomes familiar with key provisions in international contracts. The focus is on understanding the meaning of a binding contract as well as the basic rights and obligations of the parties. The learning experience include guidance to analyzing contracts and standard contracts forms. The student will get an understanding of the legal framework of international trade and the corner stones of the United Nations Convention on Contracts for the International Sale of Goods (CISG). The course includes a module on how to solve international contractual disputes.

Opiskelijan työmäärä

Total work load of the course: 81 h

- of which scheduled studies: 40 h

- of which autonomous studies: 41 h

Edeltävät opinnot / Suositellut valinnaiset opinnot

No prerequisites

Sisältö

Basics of contract law. Introduction to international agreements: sales, agency, and distributorship contracts, Different standard forms of contracts. Solving international disputes: Arbitration, litigation and mediation.

Opiskelumateriaali

- Legislation in force.

- Schwenzer.C,Fountoulakis.C, Dimsey.M: International Sales Law, A Guide to the CISG Second Edition, Hart Publishing Oxford

- Other material informed by the lecturer at the beginning of the course.

Opetusmuoto / Opetusmenetelmät

Lectures, project learning, guest lectures, group works, workshops with company representatives, self-studies and presentations.

Arviointikriteerit

Level 5

- utilise and apply essential theories, concepts and methods in various situations

- participate in a discussion on the values and ethical principles of the field

- communicate about the issues and phenomena of the field to various target groups

Level 3

- justify the solutions made when acting in tasks of an expert

- utilise various problem-solving methods independently

- analyse professional ethical activity and act ethically in situations of various type

Level 1

- justify the solutions made when acting in tasks of an expert

- utilise problem-solving methods when given guidance

- Act in accordance with the professional code of conduct and professional values

Arviointimenetelmät

Project report, a written assignment and a written exam.

Opintokokonaisuus *“Sales and Purchase Management 15 cr”*

Kurssikuvaukset/ All the course descriptions

| Sales and Purchase Management | Scope | Responsible |
|---|--------------|-------------|
| | Prerequisite | |
| Purchasing | 3 cr | Novia |
| Sales Management and Negotiating Skills | 6 cr | Vy, Hanken |
| Cultural Knowledge and Trade in Different Markets | 3 cr | VAMK |
| International Contracts | 3 cr | VAMK |

Purchasing, 3 cr

Learning outcomes: After completing the course, students understand how purchasing and a purchasing organization works in a company, know the cost picture in the purchase process, are able to analyze the supplier selection and know what criteria applies to outsourcing. The student should be aware of the role of purchasing in the value chain.

Student's Workload

Total work load of the course: 81 h

of which scheduled studies: 24 h

and autonomous studies: 57 h

Prerequisites: No prerequisites

Contents

- Purchasing process, buying behavior
- Organization and structure of purchasing
- Supplier relationship
- Contracts and laws
- Public procurement
- Ethics and good practice

- Negotiations and contracting

Planned Learning Activities and Teaching Methods: Lectures, project learning, excursions, exercises and self-studies

Recommended or Required Reading

- Van Weele Arjan: Purchasing and Supply Chain Management. Analysis, strategy, planning and practice.
- Other material informed by the lecturer at the beginning of the course

Assessment Criteria

1 the student can identify the importance of the purchasing process for the company, know the principles for negotiation in a national and international context

3 the student is familiar with the criterias for purchasing and is able to deal with price/cost relation, knows laws, clauses and commercial practice applicable to purchasing and is able to choose between supplier from both a price and quality point of view.

5 the student can independently determine the significance and consequences of purchasing, understands the role of purchasing process in the manufacture and can analyze the effect of the purchasing activity for all stakeholders

Assesment Methods: Written exam and project report

Sales Management and Negotiating Skills (6 ECTS)

The purpose of this course is to concentrate in theories and models for personal selling, negotiation skills and sales management, which are discussed and practiced in details with industry case examples. The lectures prepare the students for field work, which take places in close cooperation with sales oriented organizations.

Learning outcomes: The student understands the process of selling and how to lead sales-team.

Completed the course, you can

- Analyze sales processes in organizations
- Identify practices of good sales management in organizations
- Plan, conduct and follow-up sales work
- Use various argumentation techniques in selling
- Present and argue for your sales activities and reports in written and oral communication

Student's Workload

162 hours divided into

Scheduled (contact) hours: 48

Non-scheduled work: 114 (individual and group work)

Pre-requisites: Basic understanding of marketing principles

Course content

This course is an introduction to the field of sales management including various aspects of it, e.g. sales strategy, scorecards, personal selling and team leadership. It offers a comprehensive view on contemporary

sales issues and trends in the latest discussion on value creation in selling processes and business networks. The course, which has an interdisciplinary approach, has an emphasis on sales work in practice.

Instruction

Lectures and guest lectures
In class discussions
Role-play
Group assignment

Language of instructions: English

Literature

Jobber, D. & Lancaster, G. (2012). *Selling and Sales Management* (9th Ed.). Pearson Education Ltd. Edinburgh Gate, Harlow, England.
Additional reading will be informed in the beginning of the course.
Lecture slides.

Assessment

Written examination (65%)
Group assignment (35%)

Responsible person and teachers: University Teacher Katariina Pukkila-Palmunen, Professor Peter Björk, Professor Arto Rajala.

Limited number of participants

Enrolment in this course is restricted to 55 students. Students are chosen based on their progress in past studies (number of credits) and letter of motivation.

Additional information

This course is a joint production by HANKEN, NOVIA, University of Vaasa, VAMK, and Åbo Akademi University. All assignments are valid for one academic year, thereafter if the course is not completed it has to be retaken.

Cultural Knowledge and Trade in Different Markets, 3 cr

Learning Outcomes: The student understands how different cultures affect the working society. The student should be prepared for working abroad and have an open mind for other cultures.

Student's Workload

Total work load of the course: 81 h
of which scheduled studies: 24 h
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Prerequisites: No prerequisites

Contents: The aim of the course is to provide students with information regarding a special geographical market area, preparations for working abroad, the meaning of the business culture and the culture of the organization for business relations from different countries, Hofstede's five cultural dimensions: Power

Distance, Individualism versus Collectivism, Masculinity versus Femininity, Uncertainty Avoidance and Long-Term Orientation

Planned Learning Activities and Teaching Methods: Lectures, guest lectures, project learning, self-studies and presentations

Recommended or Required Reading

Hofstede,G.2010: Culture and Organization

Lomax , S. 2001. Best practices for Managers and Expatriates. A Guide on Selection, Hiring and Compensation. USA. John Wiley and Sons.

Other material informed by the lecturer at the beginning of the course

Assessment Criteria

1 the student understands the meaning of other cultures

3 the student understands well the meaning of other cultures

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Assessment Methods: Written exam and project report and presentation

International Contracts, 3cr

Learning Outcomes: The student becomes familiar with key provisions in international contracts. The focus is on understanding the meaning of a binding contract as well as the basic rights and obligations of the parties. The learning experience include guidance to analyzing contracts and standard contracts forms. The student will get an understanding of the legal framework of international trade and the corner stones of the United Nations Convention on Contracts for the International Sale of Goods (CISG). The course includes a module on how to solve international contractual disputes.

Student's Workload

Total work load of the course: 81 h

of which scheduled studies: 24 h

- of which autonomous studies: 57 h

Prerequisites : No prerequisites

Contents: Basics of contract law. Introduction to international agreements: sales, agency, and distributorship contracts, Different standard forms of contracts. Solving international disputes: Arbitration, litigation and mediation.

Planned Learning Activities and Teaching Methods: Lectures, project learning, guest lectures (Wärtsilä), group works, workshops with representatives from Wärtsilä, self-studies and presentations.

Recommended or Required Reading

- Legislation in force.

-Schweenzer.C,Fountoulakis.C, Dimsey.M: International Sales Law
A Guide to the CISG Second Edition, Hart Publishing Oxford

- Other material informed by the lecturer at the beginning of the course.

Mode of Delivery / Planned Learning Activities and Teaching Methods: Lectures, project learning, group work, self-studies and presentations.

Assessment Criteria

level 5

- utilise and apply essential theories, concepts and methods in various situations
- participate in a discussion on the values and ethical principles of the field
- communicate about the issues and phenomena of the field to various target groups

level 3

- justify the solutions made when acting in tasks of an expert
- utilise various problem-solving methods independently
- analyse professional ethical activity and act ethically in situations of various type

level 1

- justify the solutions made when acting in tasks of an expert
- utilise problem-solving methods when given guidance
- act in accordance with the professional code of conduct and professional values

Assessment Methods: Project report, a written assignment and a written exam.