

COURSE TITLE		Sales and distribution				
Course code	STT031	Year of study	3.			
Lecturer(s)	Mario Dadić, lecturer	ECTS (Number of credits allocated)	5			
Associates		Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory
			30	10	20	
Course status	compulsory	Percentage share of e-learning	20%			
COURSE DESCRIPTION						
Course Objectives	<ul style="list-style-type: none"> • Introduction to basic concepts and knowledge in the field of sales, distribution and logistics, • Understanding the key principles of organization and management of sales, distribution and logistics, • Acquiring knowledge of modern forms and techniques of sales, distribution and logistics, • Application of acquired theoretical knowledge and skills in specific problems from practice. 					
Course enrolment requirements and entry competencies required for the course	/					
Learning outcomes On successful completion of this course, student should be able to:	<ol style="list-style-type: none"> 1. Define basic concepts in the field of sales, distribution and logistics, 2. Identify the role of the sales function in the company, 3. Explain the importance of managing the sales team, 4. Describe modern sales techniques and methods of motivating sales staff, 5. Connect the stages of the process of ordering, handling and delivery of goods, 6. Classify the types and participants of the distribution channel, 7. Compare different types of transport, 8. Calculate the performance measures of the transport company. 					
Course content	<p>Connection and relationship of sales, distribution and logistics. The concept and tasks of sales. Sales organization. Forms of sales. Selection of employees and motivation in the sales function management system. Training of sales staff. Improving the business of the sales function. Name and concept of business logistics. Place of distribution in the logistics system of the company. A brief overview of the development of business logistics and distribution. Conceptual definition of distribution. Distribution channels. Participants in the sales and distribution process. Distribution costs. Orders and delivery of goods. Warehousing, inventory management and handling of goods. Transport as an element of the logistics and distribution system. Combined transport. Domestic transport. Costs and criteria of transport business. Transport services market. International Logistics. New logistics strategies. Organization of logistics and distribution in the company.</p>					
Types of teaching:	<input checked="" type="checkbox"/> lecture <input checked="" type="checkbox"/> seminars and workshop <input type="checkbox"/> practical <input checked="" type="checkbox"/> combined e-learning		<input checked="" type="checkbox"/> self-study <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work			

	<input type="checkbox"/> field research		<input type="checkbox"/> (others)			
Student obligations	Attending classes, seminar workshops, exams.					
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	1,5	Research	1,5	Practical work	
	Experimental work		Report		(others)	
	Essay		Seminar	1	(others)	
	Self-study		Workshop		(others)	
	Project		Office hours, mid-term exams and final exam	1	(others)	
Assessment and evaluation of student work during classes and at the final exam	CONTINUOUS ASSESSMENT					
	Continuous testing indicators			Performance A_i (%)	Grade ratio k_i (%)	
	Case study			50-100	20	
	First mid-term exam			50-100	40	
	Second mid-term exam			50-100	40	
	FINAL ASSESSMENT					
	Indicators checks			Performance A_i (%)	Grade ratio k_i (%)	
	Final exam			50 - 100	80	
	Previous activities			50 - 100	20	
	Indicators checks			Performance A_i (%)	Grade ratio k_i (%)	
	Final exam			50 - 100	80	
	Previous activities			50 - 100	20	
	<p>The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:</p> $Grade (\%) = \sum_{i=1}^N k_i A_i$ <p>k_i- weighting factor for each activity, A_i- success in percentage achieved for a particular activity, N - total number of activities.</p>					

	PERFORMANCE AND GRADE		
	Percentage	Criteria	Grade
	50% - 61%	basic criteria met	sufficient (2)
	62% - 74%	average performance with some errors	good (3)
	75% - 87%	above average performance with minor errors	very good (4)
88% - 100%	outstanding performance	outstanding (5)	
Required reading	<ol style="list-style-type: none"> 1. J. Šamanović: Prodaja-distribucija-logistika, Ekonomski fakultet, Zagreb, 2009. 2. Bratko, S.- Henick, V. –Obraz, R. : Prodaja, Narodne novine, Zagreb, 1996. 		
Optional reading	<ol style="list-style-type: none"> 1. Marchant, B. : Distribution: Kogan Page Limited, London, 1996. 		
Quality monitoring to ensure the acquisition of established learning outcomes	<ul style="list-style-type: none"> • Records of class attendance and success in performing student obligations • Updating detailed course curricula • Supervision of teaching activities • Continuous quality control of all parameters of the teaching process in accordance with the Action Plans • Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement). 		
Other information			