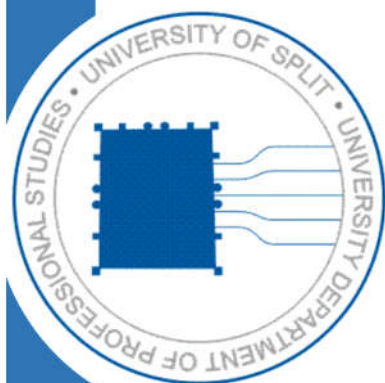


# Course syllabus

## Sales and distribution



COURSE DETAILS		
<b><i>Type of study programme</i></b>	Undergraduate professional study programme- 180 ECTS	
<b><i>Study programme</i></b>	BUSINESS TRADE	
<b><i>Course title</i></b>	Sales and distribution	
<b><i>Course code</i></b>	STP020	
<b><i>ECTS (Number of credits allocated)</i></b>	6	
<b><i>Course status</i></b>	Core	
<b><i>Year of study</i></b>	Second	
<b><i>Course Web site</i></b>	<a href="https://moodle.oss.unist.hr/course/view.php?id=243">https://moodle.oss.unist.hr/course/view.php?id=243</a>	
<b><i>Total lesson hours per semester</i></b>	Lectures	30
	Practicals	30
<b><i>Prerequisite(s)</i></b>	None	
<b><i>Lecturer(s)</i></b>	Mario Dadic, lecturer	

COURSE DESCRIPTION	
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• Introduction to basic concepts and know-how in the field of sales, distribution and logistics,</li> <li>• Understanding the key principles of organization and sales management, distribution and logistics,</li> <li>• Acquiring knowledge about modern forms and techniques of sales, distribution and logistics,</li> <li>• Application of the acquired theoretical knowledge and skills in practical problems from practice</li> </ul>
<b>Learning outcomes</b>  <b>On successful completion of this course, student should be able to:</b>	<ol style="list-style-type: none"> <li>1. Define core concepts in the area of sales, distribution and logistics,</li> <li>2. Identify the role of sales function in a company,</li> <li>3. Explain the importance of managing a sales team,</li> <li>4. Describe contemporary sales techniques and sales staff motivation methods,</li> <li>5. Link the process of ordering, manipulating and delivering goods,</li> <li>6. Classify distribution channel types and participants,</li> <li>7. Compare different types of transportation,</li> <li>8. Calculate performance metrics of the transport company</li> </ol>
<b>Course content</b>	<p>Introduction to students with the basic structure of subjects and their obligations. Basic concepts. Connection and relationship of sales, distribution and logistics. Concept and sales tasks. Organization of sales. Forms of sale. Employee selection and motivation in the sales management system. Training sales staff. Improving sales functionality. The 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, stock management and goods handling. Transportation as an element of logistics and distribution system. Combined transportation. Internal transportation. Costs and benchmarks in transport business. Market of transport services. International Logistics. New logistics strategies. Organization of logistics and distribution in the company.</p>

## CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes

Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4
<i>Practicals</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Preparations for the mid-term exam</i>	30 hours / 1 ECTS	1,2,3,5
<i>Preparation and presentation of the seminar</i>	30 hours / 1 ECTS	1,2,3,4,5,6,7,8
<i>The analysis of business cases</i>	15 hours / 0,5 ECTS	3,4,5,6
<i>Self-study</i>	40 hours / 1,3 ECTS	1,2,3,4,5,6,7,8
<i>Office hours and final exam</i>	5 hours / 0,2 ECTS	1,2,3,4
<b>TOTAL:</b>	<b>180 hours / 6 ECTS</b>	<b>1,2,3,4,5,6,7,8</b>

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Class attendance and participation</i>	70 – 100	5
<i>Seminar</i>	50-100	15
<i>The first mid-term exam</i>	50-100	40
<i>Second mid-term exam</i>	50-100	40

FINAL ASSESSMENT		
Indicators checks - final exam (first and second examination date)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (Seminar and presence in the classroom)</i>	50 - 100	25
Indicators checks - final exam (third and fourth examination date)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (Seminar and presence in the classroom)</i>	50 - 100	25

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade

50% - 61%	<i>basic criteria met</i>	sufficient (2)
62% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

### ADDITIONAL INFORMATION

Teaching materials for students (scripts, exercise collections, examples of solved exercises), teaching record, detailed course syllabus, application of e-learning, current information and all other data are available by MOODLE system to all students.