

NAME OF THE COURSE		Sales and distribution					
Code	ECMB07	Year of study		3rd			
Course teacher	Mario Pepur, PhD, Associate professor Neven Šerić, PhD, Full Professor	Credits (ECTS)		4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		13		
Status of the course	Optional	Percentage of application of e-learning		30%			
COURSE DESCRIPTION							
Course objectives	The main goal of the course is to ensure the acquisition of skills and sales capability and understanding and implementation of complex distribution activities in a competitive business environment.						
Course enrolment requirements and entry competences required for the course	Prerequisites for enrolment are stipulated by the Statute of the Faculty of Economics and the Rulebook on Study and Study						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	1. Distinguish the underlying concepts, principles and forms of sales; 2. Distinguish the underlying concepts, principles and forms of distribution; 3. Analyze sales activities, compare different sales policies and make a diagram of optimal sales activities of the company; 4. Analyze distribution activities, compare different approaches, and propose a plan for optimum distribution activities;						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Tutorial				
	Topic	No of hr	Topic	No of hr			
	Sales and distribution as marketing functions; Concept and function of sales function	2	Arrangement on the method, exam, rights and obligations of students. Creating teams to work on exercises	1			
	Relationship between sales, distribution and logistics; Methods and forms of sales	2	Case study aligned with the topic of the lecture (Moodle platform)	1			
	Selling strategies and tactics; Assortment policy; Sales promotion	2	Case study aligned with the topic of the lecture (Moodle platform)	1			
	Determining market potential and forecasting sales; Determining sales quotas	2	Case study aligned with the topic of the lecture (Moodle platform)	1			
	Sales planning; Sales organization	2	Task I: Comparative analysis of specific forms of sales, sales policies and creating diagrams of sales activities in different sectors of the economy (presentation)	1			
	Selection and training of sales staff; Skill of sales and motivation of sales staff	2	Task I: Comparative analysis of specific forms of sales, sales policies and creating diagrams of sales activities in different sectors of the economy (presentation)	1			
	Moodle quiz 1						
	The term distribution and its place in the logistic system of the company	2	Case study aligned with the topic of the lecture (Moodle platform)	1			
Midterm exam I							

	Physical distribution and distribution channels		2	Case study aligned with the topic of the lecture (Moodle platform)		1
	Distribution costs; Distribution participants		2	Case study aligned with the topic of the lecture (Moodle platform)		1
	Orders and deliveries of goods; Goods warehouse		2	Task II: Comparative analysis of specific distribution functions in different sectors of the economy (presentation)		1
	Stock management		2	Task II: Comparative analysis of specific distribution functions in different sectors of the economy (presentation)		1
	Manipulation of goods		2	Online hosting of experts from practice		1
	Moodle quiz 2					
	Transport as a component of goods distribution; Transportation costs; The market of transport services		2	Task III: Review the actual state of distribution activities and devise and propose a plan of optimal distribution activities of enterprises in different sectors of the economy (group presentation)		1
	Midterm exam II					
Format of instruction	☒ lectures ☐ seminars and workshops ☒ exercises ☐ on line in entirety x partial e-learning ☐ field work			☒ independent assignments ☐ multimedia ☐ laboratory ☐ work with mentor ☒ guest lecturer from practice		
Student responsibilities	The student is required to actively participate in lectures and exercises and achieve at least 50% attendance in all forms of teaching (25% for part-time students). Active participation is considered that the student has done a minimum of 50% of activities within the lecture (2 Moodle quizzes that students solve individually) and a minimum of 50% of activities within exercises (6 business cases and mandatory presentation of 3 tasks that students solve in groups). The condition for accessing the exam is the signature.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1,5	Research		Practical training	
	Experimental work		Report		Assay	
	Essay		Seminar essay		(Other)	
	Tests	1,5 ECTS	Oral exam	0,5*	(Other)	
	Written exam	1*	Project	1ECTS	(Other)	
Grading and evaluating student work in class and at the final exam	During the semester, written knowledge tests will be held through two midterm exams. The student is required to achieve a minimum of 50% from each of the two midterm exams. If a student passes both midterm exams, he is not obliged to take the oral exam. If the student is not satisfied with the grade achieved at the midterm exams, he is entitled to the oral part of the exam for a higher grade. The overall grade includes weighted grades obtained from the midterm exams (70%) and weighted grades for group work on three assignments (30%). The thresholds and appropriate grades:					

	0-49 inadequate (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)		
	The exam is considered passed if the student: - achieved a passing grade from all written tests (minimum 50% from two midterm exams); - actively participated in discussions related to business cases; - actively participated in the presentation of all three tasks that were positively evaluated; If the student does not pass the written tests during the semester, he is required to take the final exam. The final exam consists of a written and an oral part. The student is required to achieve a minimum of 55% of the written part of the exam, which entitles him to take the oral part of the exam. The final grade in this case consists of a weighted grade of assignments (10%) and a grade of the written part of the exam (40%) and the oral part of the exam (50%).		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	1.Šamanović, J. : Prodaja, distribucija, logistika: Teorija i praksa, Ekonomski fakultet, Split, 2009.	5	
	2.Authorized teaching materials on Moodle's course pages	0	Moodle
Optional literature (at the time of submission of study programme proposal)	3. Segetlija, Z. : Uvod u poslovnu logistiku, Ekonomski fakultet, Osijek, 2013. Other: Business cases and news from the Ja trgovac portal (www.jatrgovac.com) Business cases and news from the Netocracy portal (www.netokracija.com) Business cases and news from the portal / magazine Poslovni dnevnik (www.poslovni.hr) Business cases and news from the portal Lider (www.liderpress.hr) The Central Bureau of Statistics of the Republic of Croatia (www.dzs.hr)		
Quality assurance methods that ensure the acquisition of exit competences	• Monitoring the attendance and execution of other student obligations (teacher) • Teaching Supervision (Vice dean) • Analysis of the success of studies in all subject studies (Vice dean) • Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement) • The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean)		
Other (as the proposer wishes to add)			