



**DESCRIPTION OF STUDY COURSE**

<b>Course unit title</b>	<b>Sales and intercultural communication</b>			
<b>Programme</b>	Bachelor International Finance			
<b>Year of study</b>	2			
<b>Academic year</b>	2022./2023.			
<b>Level of course unit (e.g. first, second or third cycle)</b>	Bachelor's Study			
<b>Course unit code</b>	<b>BFa014</b>			
<b>Name of lecturer(s)</b>	Francis Piron			
<b>Credit points</b>	2 CP, Latvian credit points are multiplied by 1,5 to get ECTS			
<b>Number of ECTS allocated</b>	3 ECTS			
<b>Language of instruction</b>	English			
<b>Type of course unit (compulsory, optional)</b>	Compulsory			
<b>Semester when the course unit is delivered</b>	3			
<b>Mode of delivery</b>	face-to-face			
<b>Aim of Course</b>	To provide knowledge and skills in successful organization of sales in international environment and multicultural teams.			
<b>Preliminary knowledge (prerequisites and co-requisites)</b>	Communication skills, marketing, organization management			
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Intercultural communication</li> <li>2. Sales and its process</li> <li>3. Sales evaluation</li> <li>4. Management of sales team</li> </ol>			
<b>Planned learning activities and teaching methods</b>	<p>Students' active participation in lectures and seminars; presentation of individual and group works. The final evaluation of the course consists of: preparation of presentation 10%, individual papers 15%, case study preparation 10%,</p> <p><b>The evaluation consists of :</b></p> <ol style="list-style-type: none"> <li>1. Active participation in discussions and seminars - 10%</li> <li>2. Preparation and presentation of an independent work - 50%</li> <li>3. Written examination at the end of the course - 40%</li> </ol>			
	<b>Teaching methods</b>		Student work load (1 CP = 40 hours of student work)	
			<i>Part I</i>	<i>Part II</i>
	Lectures		25 %	25 %
	Interactive team work		10 %	10 %
	Practical classes: situational analysis, simulation games, analysis of critical incidents		15 %	15 %
Preparation of independent work/presentation		25 %	25 %	



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	Work at the library, independent studies	25 %	2 5%	
		Total <b>80</b> hours		
<b>Learning outcomes of the course unit</b>	Successful acquisition of the course enables: <ol style="list-style-type: none"> <li>1. to identify, analyze and evaluate values and beliefs of different; cultures and their impact on intercultural communication, to build business relationship;</li> <li>2. to understand and predict behavior and actions in business situations and develop intercultural adjustment and adaptation strategies working in international multicultural environment;</li> <li>3. To understand values of one's own culture and its impact on intercultural communication and building of business relationship.</li> </ol>			
<b>Assessment methods and criteria</b>	Study outcomes	1.	2.	3.
	The form of assessment			
	Written independent work	●	●	●
	Team work presentation	●	●	●
	Team work in class	●	●	●
	Written examination	●	●	●
<b>Recommended or required reading</b>	Compulsory literature: <ol style="list-style-type: none"> <li>1. Spiro, R., Rich G., Stanton, W., Management of Sales Force, McGraw Hill, 12th edition, 2007</li> </ol> Recommended literature: <ol style="list-style-type: none"> <li>1. Lewis R.D. When Cultures Collide: Leading Across Cultures, 4th edition, Nicholas Brealey Publishing, 2018</li> </ol>			
<b>Recommended optional programme components</b>	To be agreed at the start of the course			