




Module Specification

Part 1: Basic Data					
Module Title	Sales, Negotiation and Customer Service				
Module Code	UIEV7S-15-3	Level	3	Version	1
Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Hartpury	Field	Equine Science		
Department	Equine	Module Type	Standard		
Contributes towards	BA (Hons) International Horseracing Business BA (Hons) International Horseracing Business (SW) BSc (Hons) Racehorse Performance and Rehabilitation BSc (Hons) Racehorse Performance and Rehabilitation (SW)				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
Last Major Approval Date	23 February 2017	Valid from	01 September 2017		
Amendment Approval Date		Revised with effect from			

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Apply knowledge and understanding of the principles underlying successful negotiation within different scenarios. (A) 2. Critically analyse organisational and individual communication practices. (A) 3. Integrate and critically appraise the principles and practice of personal selling, internal customer contact management, internal marketing communications and customer relationship management. (A) 4. Develop self-awareness in relation to communication and decision making whilst critically discussing key implications. (A) 5. Appreciate unique sales situations and formulate appropriate strategies, personal selling actions and solutions. (A)
Syllabus Outline	<ul style="list-style-type: none"> • Strategies, skills and techniques for negotiating in national and international business settings • Theoretical aspects of communication. Effective interpersonal conveyance techniques and identification of common challenges to effective communication. • Communication methods in order to persuade and negotiate with line managers, clients, owners and other stakeholders. • The power of negotiation & psychological tools to support. • Theoretical underpinnings of personal selling and the stages of the selling process. • Sales techniques and sales presentations. • Verbal and non-verbal communication and active listening.

	<ul style="list-style-type: none"> • Integrated approaches to personal selling, negotiation and Customer Relationship Management - symbolic behaviour, influence and persuasion. • Ethical issues in management communication and decision making 																																			
Teaching and Learning Methods (and contact hours)	<p>A variety of learning strategies will be adopted including scheduled learning, where students will receive theoretical underpinning knowledge in lecture sessions and will develop practical skills and strategies during seminar sessions in to apply theory into practice. The seminar sessions will involve group work, role-plays and simulated scenarios in order to truly develop the students ability to self themselves and experience different environments in which negotiation is necessary.</p> <p>It is expected that for every hour a student spends within a delivered session (lectures, seminars and practicals) students will spend at least twice this amount of time on independent learning. Independent learning is an essential component of degree level study and students will not be able to complete the module successfully without undertaking the required amount of independent learning.</p> <p>Virtual learning environment (VLE): this specification is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</p>																																			
Key Information Sets Information	<p>HEFCE require Key Information Sets (KIS) to be produced at programme level for all undergraduate programmes of more than one year in length. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="475 976 1386 1361"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p style="text-align: right;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="596 1765 1270 1998"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%
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<p>Reading Strategy</p>	<p>Essential readings Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further readings Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from their academic literature.</p> <p>Access and skills Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
<p>Indicative Reading List</p>	<p>The following list is offered to provide the Curriculum Approval Committee/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>Books</p> <p>Alvesson, M. (Current Edition) <i>Communication, power and organization</i>. London: De Gruyter</p> <p>Blundel, R. (Current Edition) <i>Effective Organisational Communication: Perspectives, Principles and Practices</i>. London: Prentice Hall</p> <p>Hayes, J (Current Edition) <i>Interpersonal Skills and Work</i>. Houston, Texas: Routledge</p> <p>Jobber, D. and Lancaster, G. (Current Edition) <i>Selling and Sales Management</i>. London: Prentice Hall.</p> <p>Journals</p> <p>Journal of Business Research</p> <p>Journal of Communications Management</p> <p>Journal of Personal Selling and Sales Management</p> <p>International Journal of Voluntary and Non-profit Organizations</p> <p>Sales and Marketing Management</p> <p>Sport Management Review</p> <p>Non-profit Management & Leadership</p> <p>Sports Business Management</p> <p>Managing Leisure</p> <p>International Journal of Research in Marketing</p> <p>Qualitative Market Research: An International Journal</p> <p>Websites</p> <p>The International Federation of Horseracing Authorities: www.horseracingintfed.com</p> <p>British Horseracing Authority: www.britishhorseracing.com</p>

Part 3: Assessment

Assessment Strategy	<p>Utilising a case study approach, students will be required to prepare, formulate and execute a sales presentation including a consideration of client objections and follow-up activities. The assessment will be structured in such a way that students will be required to defend and negotiate with the assessor. Students will work strategically in order to produce a customer focused and persuasive sales proposition. Various formative assessments and tasks throughout the module will enable students to work individually and in groups and gain feedback in order to develop sales and negotiation skills in preparation for the final individual oral assessment.</p> <p>In line with the Institution's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>
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Identify final assessment component and element	Oral Presentation	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Oral Presentation (30 minutes)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Oral Presentation (30 minutes)	100%	
<p>If a student is permitted a retake of the module under the Academic Regulations and Procedures, the assessment will be that indicated by the Module Specification at the time that retake commences.</p>		