



COURSE DESCRIPTION
FUI3401 Business Development and Innovation – specialization seminar

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	3 rd year – 6 th semester
3. Credits	10
4. Course instructor	Assistant Professor Patrick Verde
5. Contact hours	50 hours
6. Learning outcome	<p>Knowledge: Students will gain insight into the key concepts regarding influence and negotiation mechanisms, and their fundamental importance for understanding the mechanisms of consultative sales. They will gain insight into sales as an activity that changes with social and market development.</p> <p>Skills: Students will learn to use communication mechanisms to influence negotiations and sales.</p> <p>General competence: Students will develop a reflective understanding of sales processes and limitations with regard to ethics related to methods of influence.</p>
7. Course contents	The course begins with a historical perspective of the changes in the selling role. It continues by emphasizing the importance of cognitive dynamics in decision-making under the influence of reciprocity, consistency, social proof, social acceptance, authority, scarcity, etc. These phenomena are placed in the context of practice in negotiating and consultative sales. This is done by applying the knowledge of negotiating efforts and sales

	<p>planning and presentation work.</p> <p>Tools and practical systematics that have particular relevance for negotiation and consultative sales will be covered.</p>
8. Method of instruction	<p>The methods of instruction will alternate between lectures, presentations and exercises. Feedback on presentations from students is also an important element.</p>
9. Assessment	<p>Groups of up to three students will prepare and complete two presentations on given topics. These must receive passing marks in order to be given a final passing grade for the course.</p> <p>Three-hour individual written examination which counts for 100% of the course grade.</p>
10. Course syllabus	<p>Cialdini, Robert B. 2011. <i>Påvirkning: Teori og praksis</i>. Oslo: Abstrakt forlag. ISBN: 9788279353089. Pages: 338. Price: NOK 397.</p> <p>Friedman, Walter A. 2005. <i>The Birth of a Salesman – The Transformation of Selling America</i>. Paperback edition, London: Harvard University Press. ISBN 0674012984. (356 pages) Price: NOK 219.</p> <p>Rognes, Jørn Kjell. 2008. <i>Forhandlinger</i>. 3rd edition. Oslo: Universitetsforlaget. ISBN: 9788215005676. Pages: 214. Price: NOK 329.</p> <p>Thomas, Julie. 2008. <i>Value selling: Driving Up Sales One Conversation at a Time</i>. Rancho Santa Fe: VVA-publishing. ISBN: 9780976999409. Pages: 160. Price: ca. NOK 140.</p>
11. Recommended reading	