

Title of a course	Procurement and Sales				
Study programme	Undergraduate Professional Study Programme of Sustainable Agritourism				
Status of a course	Elective				
Year of study	3	Semester	VI	ECTS credits	4
Goals of a course					
-sales process management - sales skills - procurement management - negotiatin					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Expected learning outcomes on a level of a course					
assess clients' needs • create added values of products and services • manage the sales process individually through planning and realization activities • recognize differences in communication styles • understand buyer's behavior • use methods of making a sale • predict consequences of socially irresponsible business conduct • develop a strategy of making business relations • create the procurement strategy through different instrument in procurement policy • analyze and choose most affordable offers • recognize verbal and non-verbal signs that are used to interpret buyer's behavior • use negotiating skills and tactics					
Content of a course					
Qualitative analysis of market trends in agritourism development. Strategies of establishing business relations. Managing sales processes Styles of communication: managing business relations. Sales strategies that add value.Socially responsible Business. Managing opportunities: a key to greater productivity. Procurement policy and different instruments in procurement policy. Analysis and assessment of business offers. ABC and XYZ analysis in procurement. Negotiating skills and techniques. Methods of closing the deal. Posts-sales services.					