

<b>Study Programme: Engineering Management</b>			
<b>Course Unit Title: Processes of commercial business</b>			
<b>Course Unit Code: IM1019</b>			
<b>Name of Lecturer(s): Danijela Gračanin</b>			
<b>Type and Level of Studies: bachelor</b>			
<b>Course Status (compulsory/elective): mandatory</b>			
<b>Semester (winter/ summer): winter</b>			
<b>Language of instruction: english</b>			
<b>Mode of course unit delivery (face-to-face/distance learning): face-to-face</b>			
<b>Number of ECTS Allocated: 6</b>			
<b>Prerequisites: none</b>			
<b>Course Aims:</b> The Overall goal of the course Commercial Processes consists (1) understanding of commercial (purchasing/procurement and selling) processes in the enterprise, (2) understanding position and importance of commercial function in the organizational structure, (3) engineering skills development for procurement processes and post selling support, (4) cross-functional connectivity. Engineering Managers must have basic knowledge about processes, roles and organization of Commercial Function in the Enterprise.			
<b>Learning Outcomes:</b> Students will be able to formulate purchasing request, to participate in problem solving during the procurement process (e.g. substitution decisions). They will contribute in qualitative and quantitative control of purchased goods, and materials. Students will be able to use documentation. Also they will be ready for commercial correspondence and for participation in reclamation process handling. They will know how to design procurement, selling and warehousing processes.			
<b>Syllabus.</b> Commercial Business Function, position in the enterprise, organization. Procurement: Processes, defining production requirements, quality assurance, quantity, and supply frequency, supplier relationship management and placing order. Qualitative and quantitative acceptance of raw materials. Warehousing and evaluation of procurement. Purchasing of technology and services. Purchasing of capital assets. Public procurements. Contemporary purchasing systems. Sales processes. Role of sales in the enterprise. Success indicators. Creating added and new value in sales processes. Product solutions. Sales in industry and resaler processes. Bonifications and discounts. Service sales. Role of engineers in sales processes. Target based evaluation. Key accounts in industry. KPI, forecasting, sales and after sales budget. Postsales location. Category management-layout in sales system. Warehousing. Technical and technological issues. Type of stocks and management. Informations flow and commercial correspondence. Relation between commercial and other functions in production systems.			
<b>Required Reading:</b> Relevant literature in English, tbd			
<b>Weekly Contact Hours:2</b>	<b>Lectures: 3</b>	<b>Practical work: 1</b>	
<b>Teaching Methods:</b> Lectures are auditory with theoretical treatment of the required number of case studies. Practice include calculations and introduction to issues in focus, interactive processing of case studies in the Moodle environment.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Attendance			
Computer exercises			
Tests (4x)			

