

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Marketing B2B and Sales management
Code der Lehrveranstaltung	25565
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	SECS-P/08
Sprache	Englisch
Studiengang	Master in Unternehmensführung und Innovation
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Tun-I Hu, TunI.Hu@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48974
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	<ul style="list-style-type: none"> • This course provides fundamental knowledge of Business-to-Business (B2B) marketing, including customer types and product/service characteristics. • It covers organizational buying behavior, customer relationship management, and the strategic importance of relationship marketing. • Students will learn to manage and promote B2B products and

	<p>services, focusing on brand building, positioning, and innovation.</p> <ul style="list-style-type: none"> • The module also teaches essential personal selling techniques, including trust-building, needs discovery, and sales presentation planning in B2B markets.
Themen der Lehrveranstaltung	
Stichwörter	
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	
Anwesenheitspflicht	
Spezifische Bildungsziele und erwartete Lernergebnisse	<p>Knowledge and understanding</p> <p>The student acquires advanced knowledge and understanding of models for new product development and innovation management within companies.</p> <p>I/we acquire advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge</p> <p>I/we acquire advanced knowledge and understanding of innovation economics models and systems for regional innovation development</p> <p>The student acquires knowledge of quantitative models for the formulation of forecasts necessary to guide management decisions and to predict the life cycle of a product and a sector</p> <p>Ability to apply knowledge and understanding</p> <p>ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the contexts studied</p> <p>ability to select product development models, suitable to appropriately analyse a specific economic-productive context</p> <p>ability to classify, analyse specific innovations and assess their potential</p> <p>ability to select innovation management and organisational knowledge development models, suitable for a specific economic-social-productive context, such as digital transformation, resilience</p>

	<p>and sustainability</p> <p>ability to select the tools for innovation management and organisational knowledge development, consistent with the models deemed appropriate</p> <p>ability to propose and implement strategic and operational courses of action to foster the development of innovation by a company</p> <p>ability to assess the potential of an innovation within existing enterprises, with respect to the creation of a new enterprise (e.g. intrapreneurship, open innovation, etc.).</p> <p>Autonomy of judgement</p> <p>Acquire the ability to analyse complex entrepreneurial issues, such as the elaboration and evaluation of a business project (business plan) or the development of a new product.</p> <p>Acquire the ability to make predictions, such as analysing the future consequences of entrepreneurial, managerial and operational choices.</p> <p>Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture.</p> <p>Communication skills</p> <p>Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process. The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis.</p> <p>Learning ability</p>
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	<p>Acquire the ability to study independently, to prepare summaries.</p> <p>Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>Acquire the ability to frame a new problem systematically and to generate appropriate taxonomies.</p> <p>Acquire the ability to develop general models from the phenomena studied.</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	
Bewertungskriterien	
Pflichtliteratur	
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	