

Detailed course unit executive plan and programme					
Course unit code	46387, BE149				
Course unit title	SALES MANAGEMENT				
GENERAL INFORMATION					
Study programme	Graduate study program: Business Economics			Year	1.
Director of the course and assistant	Assistant Professor, Erik Ružić, Ph.D. E-mail: erik.ruzic@unipu.hr				
Course status ¹	X	Mandatory		Elective	
Credits allocated and type of lectures					
			Winter semester	Summer semester	
ECTS students workload			6		
Number of hours per semester			60 (2L-2S)		
Course objectives, teaching and learning methods and learning outcomes					
The main aim of the course is to enable students to manage the sales process and the sales effort within organizations. The course provides students with understanding of professional business-to-business (B2B) sales. It also provides the students with the key skills necessary to be successful in sales management.					
Requirements, correspondence and correlativity					
Correspondence 1. Bocconi University, Milan 2. University of North Carolina Wilginton Correlativity 1. Marketing 2. Direct marketing					
Course content (list of topics)					
Development and role of selling in marketing Sales strategies Consumer and organizational buyer behavior International selling and key account management Recruitment and selection Training and development Motivation Compensation Organisation and sales force automation Sales forecasting and budgeting Salesforce evaluation Personal selling and communication in sales and sales management Salesperson`s self-management The Psycology of Persuasion in Sales					
Modes of instruction and acquiring knowledge (mark in bold)					
Lectures	Seminars and workshops		Exercises	Individual tasks	Multimedia and internet
Distance learning	Counseling		Laboratory	Tutorial	Fieldwork
Student requirements					
1. Class attendance and exercises and discussion participation 2. Seminar work/Project 3. Written exam					
Assessment and evaluation of students (mark in bold)					
Attendance	Class participation		Seminar paper	Experimental work	

¹ Mark with „X“

Written exam	Oral exam	Essay	Research		
Project	Continuous assessment	Report	Practical work		
Assessment breakdown within the <i>European credit transfer system</i>					
REQUIREMENTS		HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class participation		45		1,6	10
Project		28		1	30
Written exam		47,5		1,7	30
Oral exam		47,5		1,7	30
Bibliography					
Mandatory bibliography					
1. Jobber, D., Lancaster, G. (2015) Selling and Sales Management, 10th ed., Pearson Education Ltd., Harlow. 2. Lewicky, R.J., Barry, B., Saunders, D.M. (2012.) Essentials of Negotiation, New York: Mc Graw Hill. 3. Futrell, Ch., M. (2014) Fundamentals of Selling: Customers for Life Through Service, 13th ed., McGraw-Hill Irwin, New York. 4. Calvin, J.R. (2007.) Sales Management Demystified, New York: Mc Graw Hill. 5. Students notes from lecture					
Additional bibliography					
1. Manning, G.L., Ahearne, M., Reece, B.L. (2012.) Sales Management, New Jersey: Pearson Education. 2. Cialdini, R.B. (2007.) Influence, New York: HarperCollins. 3. Calvin, J.R. (2004.) Sales Management, New York: Mc Graw Hill. 4. Ingram, T.N., LaForge, R.W., Schwepker, H.R. Jr, Avila, A.A., Williams, M.R. (2008.) Professional Selling, Mason: Thomson South Western.					
Additional information on the course					
The course examines the role of the personal selling in the business-to-business (B2B) context. In addition, explains in detail the steps of the sales management process and are focused on the skills required in order to become a successful salesman and in order to become successful in managing the sales function. The students will develop their skills especially in the areas of interpersonal communication and negotiation. The course explains the role of the psychology in sales with the aim to highlight their importance and enhance the persuading skills of the future sales managers.					