

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Sales and Consumer Protection
Course number	EBUS4323
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

1 - Sales Management teaches how to design and implement a sales force strategy. The course presents techniques for identifying, recruiting and training salespeople, controlling sales efforts; budgeting, and forecasting sales performance.
--

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * .Determine the best organizational structure for its sales force * Design a system to recruit, select, hire, and assimilate effective sales people * .Design a system to train effective salespeople * Design a plan to motivate, monitor, and control the sales force * .Design a compensation plan for the firm's sales force * Determine possible ethical/legal implications and assess management's responsibility to the customer, the salesperson, and the firm * Evaluate the performance of each member of a company's sales force * .Determine possible ethical/legal implications and assess management's
------------------------------------	--

Course Contents

<p>1 - The Field of Sales Force Management b) Strategic Sales Force Management c) The Personal Selling Process d) Sales Force Organization e) Profiling and Recruiting Salespeople f) Selecting and Hiring Salespeople g) In the real world, why is it so difficult to hire and retain quality salespeople?</p> <p>2 - a) Developing, Delivering and Reinforcing a Sales Training Program b) Motivating a Sales Force c) Sales Force Compensation d) Sales Force Quotas and Expenses e) Leadership of a Sales Force f) Forecasting Sales and Developing Budgets g) Why is it not possible to get accurate forecasting for next year sales?</p> <p>3 - a) Sales Territories b) Analysis of Sales Volume c) Marketing Cost and Probability Analysis d) Evaluating a Salesperson's Performance e) Ethical and Legal Responsibilities of Sales Managers f) Final Project Papers and Presentations</p>

Teaching and Learning Methods

- 1 - Being a concentrated/intensive course, pre-reading of the texts will be expected to ensure good class participation.
- 2 - Short case studies and illustrations of contemporary sales force strategies will be discussed.

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid-Exam	8 weeks	30%
Final Exam	16 Weeks	60%
Assignment	10 Weeks	10%

Books and References

Course note "Management of a Sales Force", 12th Edition, by Spiro, Stanton, and Rich;
ISBN#00735-2977X, McGraw-Hill Irwin Publisher (2008)

Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firms sales operations	16 weeks	Aspects of selling and sales management. Student will also acquire basic understanding on how to deal with the specifics of sales strategies, key account management, sales forecasting and budgeting	Personal sales orientation	Designing and developing the sales force, Sales process management, Sales measurement, analysis, and knowledge management.	Strategic planning in sales, Sales leadership.