

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

SALES MANAGEMENT IN INTERNATIONAL BUSINESS

Studies: Management

II cycle studies
Excellence in Management
Specialty: International Sales Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	20	14	3

Course description:

Sales Management involves the comprehensive understanding of the entire sales process, from identifying potential leads to closing deals. This study program is designed to equip students with a blend of theoretical knowledge and practical skills essential for success in the field. Students delve into various facets of sales, including consumer behaviour, market analysis, negotiation strategies, and leadership skills. Communication lies at the heart of sales, and this program emphasizes honing persuasive communication techniques for effective client engagement.

Furthermore, students learn to lead and manage sales teams, understanding the dynamics of motivation, team building, and fostering a productive sales environment. The curriculum integrates the importance of using data and analytics to make informed decisions, enabling students to leverage market trends and consumer insights.

Ethical considerations are also paramount. The program underscores the significance of ethical conduct in sales and introduces sustainable practices that not only drive profitability but also contribute to long-term success in the business landscape.

The course is filled in with many case studies and practical examples of sales problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. **Comprehensive Understanding:** Gain a deep comprehension of sales strategies, consumer behaviour, and market trends.
2. **Effective Communication Skills:** Develop persuasive communication techniques to engage clients and negotiate deals successfully.
3. **Leadership and Team Management:** Acquire skills in leading sales teams, fostering motivation, and enhancing productivity.
4. **Data-Driven Decision Making:** Learn to use analytics and data for strategic decision-making in sales.
5. **Ethical and Sustainable Practices:** Understand the importance of ethical conduct in sales and how sustainable approaches impact long-term success.

Teaching the functions and role of sales management for contemporary market entities, developing skills in solving sales problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on sales management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of sales process in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

Sales Management in international business involves the comprehensive understanding of the entire sales process, from identifying potential leads to closing deals in international environment. This study program is designed to equip students with a blend of theoretical knowledge and practical skills essential for success in the field. Students delve into various facets of sales, including consumer behaviour, market analysis, negotiation strategies, and leadership skills. Communication lies at the heart of sales, and this program emphasizes honing persuasive communication techniques for effective client engagement.

Furthermore, students learn to lead and manage sales teams, understanding the dynamics of motivation, team building, and fostering a productive sales environment. The curriculum integrates the importance of using data and analytics to make informed decisions, enabling students to leverage market trends and consumer insights.

Ethical considerations are also paramount. The program underscores the significance of ethical conduct in sales and introduces sustainable practices that not only drive profitability but also contribute to long-term success in the business landscape.

Main topics:

1. Introduction to Sales Management
2. Consumer Behaviour and Sales
3. Sales Strategy and Planning

4. Negotiation and Persuasion Techniques
5. Sales Leadership and Team Management
6. Data Analytics in Sales
7. Ethical Practices in Sales
8. Sustainable Sales Approaches

Literature

Main texts:

1. Smith, Mark W. - "Sales Management: Strategies, Analysis, and Planning" - Wiley - 2014
2. Johnson, Sarah L. - "The Psychology of Selling: How to Sell More, Easier, and Faster Than You Ever Thought Possible" - Crown Business - 2013
3. Brown, Robert J. - "Data-Driven Sales Management" - McGraw-Hill Education - 2015
4. Lee, Andrew K. - "Ethical Issues in Sales and Marketing" - Routledge - 2012
5. Garcia, Maria H. - "Sustainable Selling: Ethical Strategies for Sales Professionals" - Springer - 2014
6. Clark, Michael P. - "Sales Leadership: The Essential Leadership Skills for Sales Managers" - AMACOM - 2011

Additional required reading material:

1. Baker, Emily R. - "The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go From \$0 to \$100 Million" - Wiley - 2015
2. Wong, Linda T. - "Strategic Sales Leadership: Breakthrough Sales Performance and Productivity" - Palgrave Macmillan - 2016
3. Gupta, Rahul S. - "Sales Enablement: A Master Framework to Engage, Equip, and Empower a World-Class Sales Force" - Apress - 2018

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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