

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**SALES METHODS AND TECHNIQUES - CASE STUDY**

**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	4	-	20	<b>1</b>

**Course description:**

The Sales Methods and Techniques - Case Study program immerses students in the dynamic world of sales through the lens of real-world cases. It aims to bridge the gap between theoretical knowledge and practical application by exposing students to diverse sales scenarios across industries. Through the analysis of case studies, students develop a deep understanding of various sales methods and techniques employed in different business contexts. The program emphasizes problem-solving skills, requiring students to address challenges commonly encountered in sales environments. Critical thinking is nurtured as students evaluate the effectiveness of different sales approaches, considering factors such as market dynamics, customer behaviour, and industry trends. Communication proficiency is a key focus, ensuring students can articulate sales methods, strategies, and outcomes effectively. Decision-making competence is honed as students navigate the complexities presented in case studies, making informed choices that impact sales success. By delving into case studies spanning multiple industries and market conditions, students gain a holistic understanding of sales processes. This approach equips them with a versatile skill set, ready to adapt and excel in the diverse and ever-changing landscape of sales.

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

**COURSE LEARNING OBJECTIVES:**

1. Practical Application: Develop the ability to apply sales methods and techniques through real-world case studies for practical learning.
2. Problem-Solving Skills: Enhance problem-solving skills by analysing and resolving challenges encountered in diverse sales scenarios.
3. Critical Thinking: Cultivate critical thinking abilities to assess the effectiveness of different sales approaches in various business contexts.
4. Communication Proficiency: Improve communication skills in conveying sales methods, strategies, and outcomes effectively.
5. Decision-Making Competence: Hone decision-making competence by making informed choices based on the analysis of case studies.
6. Holistic Understanding: Gain a holistic understanding of sales processes by examining case studies that encompass various industries and market conditions.

Teaching the functions and role of sales methods and techniques 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 methods and techniques problems. Training of social competences related to collective problem solving and preparing and introducing all stages of sales patterns in contemporary world.

**COURSE EVALUATION:**

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

**Lectures** – n/a

**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:**

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**Main topics:**

1. Introduction to Sales Methods and Techniques
2. The Case Study Methodology in Sales

3. Analysing Consumer Behaviour through Case Studies
4. Strategic Sales Planning in Real-World Scenarios
5. Effective Communication Strategies in Sales
6. Problem-Solving Approaches in Sales Cases
7. Decision-Making in Sales Environments
8. Industry-Specific Sales Challenges
9. Market Adaptation and Sales Techniques
10. Sales Leadership through Case Studies

**Literature**

**Main texts:**

1. Chen, Lisa C. - "Strategic Sales Techniques: A Case Study Approach" - Wiley - 2018
2. Johnson, Mark P. - "Sales Mastery: Case Studies in Effective Selling" - Routledge - 2017
3. Gupta, Rahul S. - "Mastering the Art of Sales: Real-World Case Studies" - Springer - 2016
4. Turner, David R. - "Case Studies in Sales Communication" - Palgrave Macmillan - 2018
5. Patel, Nisha K. - "Decision-Making in Sales: Case Study Perspectives" - Sage Publications - 2017
6. Wang, Li M. - "Adaptive Selling: Case Studies in Sales Innovation" - Wiley - 2015

**Additional required reading material:**

1. Clark, Laura M. - "Sales Leadership: Lessons from Case Studies" - McGraw-Hill Education - 2018
2. Brown, Robert J. - "Real-World Sales Challenges: Case Studies in Action" - Pearson - 2016
3. Garcia, Sofia H. - "Industry Insights: Case Studies in Sales Across Sectors" - Springer - 2018
4. Kim, Yoon-Joo - "Global Sales Strategies: Case Studies in International Markets" - Routledge - 2018

**Rules of the exams on subject (Assessments)**

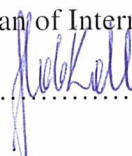
Lectures – n/a

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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