

Course unit code	BE 149
Course unit title	Sales Management

GENERAL INFORMATION			
Study program	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	X	Mandatory	Elective
Credits allocated and type of lectures			
		Winter semester	Summer semester
ECTS students workload		7,5	
Number of hours per semester		675 (3L + 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.

Requirements, correspondence and correlativity

- Bocconi University, Milan
- University of North Carolina Wilginton

Course content (list of topics)

- Professional Selling
- Creating the Salesforce
- Selling in Business Market
- Organizational Buying Behavior
- Personal Selling Process
- Prospecting and Preparation
- Asking Questions
- Presentation
- Overcoming Objections and Negotiations
- Closing
- The Nature of Negotiation
- Strategy and Tactics of Integrative and Distributive Negotiations
- The Psychology 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

- Class attendance and exercises and discussion participation
- Seminar work/Project
- Written exam

Assessment and evaluation of students (mark in bold)

Class attendance	Class participation	Term paper	Experimental work
Written exam	Oral exam	Essay / presentation	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class participation	60		0,75	10
Project	40		2,25	30
Written exam	75		4,5	60

Bibliography**Mandatory bibliography**

- Calvin, J.R. (2007.) Sales Management Demystified, New York: Mc Graw Hill.
 Lewicky, R.J., Barry, B., Saunders, D.M. (2010.) Essentials of Negotiation, New York: Mc Graw Hill.
 Ingram, T.N., LaForge, R.W., Schwepker, H.R. Jr, Avila, A.A., Williams, M.R. (2008.) Professional Selling, Mason: Thomson South Western.
 Students notes from lecture

Additional bibliography

- Cialdini, R.B. (2007.) Influence, New York: HarperCollins.
 Calvin, J.R. (2004.) Sales Management, New York: Mc Graw Hill.
 Manning, G.L., Ahearne, M., Reece, B.L. (2012.) Sales Management, New Jersey: Pearson Education.

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 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.