

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Sales Management				
Head of course	PhD Ozren Rafajac, Senior Lecturer				
Study programme	Specialist professional graduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	2.	Semester	III.	ECTS credits	5
Teaching plan (L + E + S+ Pr)	L + E				
Goals of a course					
To empower students to manage the sales process.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
<p>Outcome 1: Recommend solutions for business operations improvement by analysing business indicators and reports.</p> <p>Outcome 2: Critically evaluate business decisions from the point of view of ethical and socially responsible business operations.</p> <p>Outcome 3: Apply management and marketing tools in managing business processes.</p> <p>Outcome 4: Suggest possible responses to changes in the business environment.</p> <p>Outcome 5: Monitor and analyse market needs and trends and propose an appropriate business model.</p> <p>Outcome 6: Apply the methodology for planning and controlling the implementation of various plans.</p> <p>Outcome 9: Apply methodology of professional and scientific research work in various business situations.</p> <p>Outcome 10: Apply sales and negotiation strategies and tactics to improve business processes.</p> <p>Outcome 12: Choose the right approach to communicating business content and motivating associates to achieve goals.</p> <p>Outcome 14: Identify and evaluate different business risks and propose ways to manage risks.</p>					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Recommend sales management guidelines 2. Recommend guidelines in sales staff education 3. Evaluate the business performance of the sales staff 4. Recommend sales employees motivation and reward strategies 5. Apply negotiation and presentation techniques in sales 					
Content of a course					
Basic characteristics of sales management. Retailing. Planning and organizing of sales departments. Establishing sales departments. Managing sales personnel. Control and assessment of sales departments. Requirements for retailing and sales management. Management of virtual sales force. Planning of sale. Sales and distribution policies. Sales organization. Sales process. Kinds and ways of sale. Marketing concept of business and distribution channels. Market entrance strategy. Strategic planning and organization of sales business.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Comments					
Students' obligations					

Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

Continuous check-up:

Outcomes	Pre-exam I	Pre-exam 2	Presentation	Threshold	Max
Outcome 1	18%	18%		18%	36%
Outcome 2	16%	-		8%	16%
Outcome 3	16%	-		8%	16%
Outcome 4	-	16%		8%	16%
Outcome 5	-	6%	10%	8%	16%
Percentage of ECTS	2,5	2	0,5	-	-
Total	50%	40%	10%	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	32%	4%	36%
Outcome 2	12%	4%	16%
Outcome 3	12%	4%	16%
Outcome 4	12%	4%	16%
Outcome 5	12%	4%	16%
Percentage of ECTS	4	1	
Total	80%	20%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

Obligatory literature

1. Gerald.L.Manning, Barry.L.Reece: Suvremena prodaja – Stvaranje vrijednosti za kupca, 10. izdanje, Mate, Zagreb, 2008.
2. Robert J. Calvin: Kako stvoriti uspješnu prodaju, Masmedia, Zagreb, 2009

Additional literature

1. Marija Tomašević Lišanin: Profesionalna prodaja i pregovaranje, HUPUP, Zagreb, 2010.
2. Marija Tomašević Lišanin: Poslovni slučajevi iz prodaje i pregovaranja, HUPUP, Zagreb, 2010.
3. Stjepan Bratko, Vladimir Heinrich, Roman Obraz: Prodaja, Narodne novine, Zagreb, 1996

