



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
MANAGEMENT AND ORGANIZATION
BUSINESS ADMINISTRATION MANAGEMENT
COURSE INFORMATION FORM**

Course Title	Personal Sale								
Course Code	BİY216			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To give new information and remove deficiency information about sales management.								
Course Content	To teach basic knowledge of macroeconomics								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Ins. Alper Turan DEVLİ								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Lecturers Lesson Notes
2	TUNÇER, P., Satış Teknikleri, Adres Yayınları
3	YAMAMOTO G., Satış ve Satış Gücü Yönetimi, Literatür Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Sales power and importance of seller in the company
2	Theoretical	Selection of the sales representative
3	Theoretical	Sample event analysis
4	Theoretical	Aducation of the sales representative
5	Theoretical	Sample event analysis
6	Theoretical	Motivation of sales power
7	Theoretical	Sample event analysis
8	Theoretical	exam
9	Theoretical	Sales areas and determination of sales quotas
10	Theoretical	Sales expenditure and budget
11	Theoretical	Sample event analysis
12	Theoretical	Control of sales efforts
13	Theoretical	Ethics of sales management
14	Theoretical	Sample event analysis
15	Theoretical	An overview of the course

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	3	0	6
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Comprehending concept of sales assisstant and place of sales organization in the company
2	Contribute to motivate for sales force



3	To contribute to audit selling efforts.
4	To learn the determination of sales regions
5	To learn the determination of sales quotas

Programme Outcomes (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	3	4	4
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	3	3
P9	3	3	3	3	3
P10	3	3	3	3	3
P11	1	1	1	1	1

