



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Management							
Course Code		ULT322		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	153 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to stress on buying/buying process for the development of collaboration of businesses, besides to underline customer relations and modern sales methods for long term success of business.							
Course Content		Sales process, modern sales methods, sales forecast analysis of sales goals, customer relations, sales performance.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Prof. Fisun YÜKSEL							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Erdoğan TAŞKIN, Satış Yönetimi Eğitimi, Papatya Yayıncılık, İstanbul, 2003
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Information about the aim and the process of the course, and responsibilities of the student
2	Theoretical	Importance of Sales Management for Businesses
3	Theoretical	Relation Between Marketing and Sales Management
4	Theoretical	Setting Sales Targets and Projection of Sales
5	Theoretical	Sales planning and budgeting
6	Theoretical	Defining Sales Area
7	Theoretical	Choice and Education of Sales Personnel
8	Theoretical	Waging of Sales Personnel
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Evaluating Sales Performance
12	Theoretical	Leadership in Sales Management
13	Theoretical	Motivation in Sales Management
14	Theoretical	Ethics in Sales Management
15	Theoretical	Case Study
16	Final Exam	Finals

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26
Final Examination	1	35	1	36
Total Workload (Hours)				153
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Understands the importance of sales in terms of business and knows the relation between marketing and sales.
2	Defines sales targets and projects sales.
3	Knows choice, education, motivation, waging and evaluation of performance of sales force.
4	Knows the problems that sales personnel and managers may face in business world and generates solution.
5	Knows the properties of a good salesperson.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L3	L5
P1		3	
P2	3	2	4
P3		5	
P4	4		3
P6			3
P7	5		
P8		5	4
P10		5	
P12	5		
P13		4	
P15	3		5

