

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description:

- **Basic Information:**

Course Name	<b>Sales Management</b>
Course ID	<b>BMK605</b>
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Midterm Exam	-
Exam	75 min
Registered Sessions Workload	48
Synchronized Session Workload	18
Credit Hours	5
Course Level	6

- **Pre-Requisites:**

Course	ID
Introduction to marketing	BMK401

- **Course General Objectives:**

This course aims to provide a detailed presentation of the sales process in various organizations, and how to manage, organize and plan it. It introduces the functions of sales managers and management of sales forces within the marketing objectives of the organization.

The course focuses on the definition of the basic concepts of sales management and its relationship with other departments. It also describes how to organize sales management and the role and functions of the sales manager. Consequently, it discusses the management of sales forces with explanation of types of salesmen and clarifies the procedures for selection and recruitment, training and supervision of sales representatives; moreover, it explains the ways of compensation, motivation and evaluating the performance of the sales force activities. It moves then to review the strategies of planning and control of the sales actions, and describes the forecasting of sales and budget preparation, in addition to the planning of sales quotas and sales areas.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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Syrian Virtual University		الجامعة الافتراضية السورية

• **Intended Learning Outcomes (ILO):**

Code	Intended Learning Outcomes
<b>ILO1</b>	The student searches the concept of sales management and its relationship with other departments, and the bases, objectives, benefits and types of sales organization, as well as the steps followed to organize sales management; also, he/she describes the types of salesmen and functions and responsibilities of the sales manager, and the role he plays in the process of planning and estimating sales budget.
<b>ILO2</b>	The student searches the management of sales forces and the concept of personal selling, and counts the stages of the sales process; moreover, he/she understands how to select sales representatives (sales forces) and the process of recruitment and selection.
<b>ILO3</b>	The student deduces methods of motivating and training sales forces by developing the skills of sales representatives; likewise, he/she assesses the process of organizing compensation and reward of sales representatives and explains the reward system.
<b>ILO4</b>	The student describes the concept of sales planning and the difference between a marketing plan and a sales plan; then, he/she applies area planning methods, sales quotas and how to identify sales points.
<b>ILO5</b>	The student argues about the subject of sales forecasting and the factors affecting prediction of sales; also, he/she prepares the estimated budget for the sales department and notes the types of estimated sales budgets as well.
<b>ILO6</b>	The student summarizes the principles of control over the sales business through the evaluation of the performance of the sales activity in general, and the evaluation of the performance of sales points and sales representatives in particular.

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Syrian Virtual University		الجامعة الافتراضية السورية

- **Course Syllabus** (24 hours of total synchronized sessions; 24 hours of total Recorded Sessions)
- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<p><b>Introduction to Sales Management:</b></p> <ul style="list-style-type: none"> <li>○ The concept of marketing</li> <li>○ The concept of selling</li> <li>○ Basic concepts in sales</li> <li>○ The relationship between selling and marketing</li> </ul> <p><b>Organizing sales management:</b></p> <ul style="list-style-type: none"> <li>○ Concept and reasons for sales organization</li> <li>○ Procedures of sales organization</li> <li>○ Objectives and benefits of sales organization</li> <li>○ Bases of organizing sales management</li> </ul> <p><b>Role of Sales Manager:</b></p> <ul style="list-style-type: none"> <li>○ Responsibilities and roles of the sales manager</li> <li>○ Sales manager tasks</li> <li>○ The role of sales manager in strategic planning</li> </ul>	6	6	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	<p>The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.</p>

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ILO2	<b>Personal Selling:</b> <ul style="list-style-type: none"> <li>○ Managing Sales Forces</li> <li>○ Sales Representatives Functions</li> <li>○ Characteristics of a successful sales representative</li> <li>○ Stages of the sales process</li> </ul> <b>Selection and recruitment of sales forces:</b> <ul style="list-style-type: none"> <li>○ Sales forces recruitment activities</li> <li>○ Steps of selecting salesmen</li> </ul>	4	4	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.
ILO3	<b>Motivating and training sales forces:</b> <ul style="list-style-type: none"> <li>○ Sales Force Training</li> <li>○ Sales Forces Motivating</li> </ul> <b>Compensation and rewarding of sales forces:</b> <ul style="list-style-type: none"> <li>○ Objectives of compensation and rewarding of salesmen</li> <li>○ Steps to design the reward system</li> <li>○ Factors affecting the selection of the reward system</li> </ul>	4	4	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.

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<p><b>ILO4</b></p>	<p><b>Sales Planning:</b></p> <ul style="list-style-type: none"> <li>○ Key elements of sales planning</li> <li>○ Relationship between marketing plan and sales plan</li> </ul> <p><b>Planning quotas and sales areas:</b></p> <ul style="list-style-type: none"> <li>○ The objectives of determining the sales quotas</li> <li>○ Types of sales quotas</li> <li>○ Design of point of sales</li> <li>○ Factors affecting the selection of sales areas</li> <li>○ Criteria for selection of sales areas</li> </ul>	<p>4</p>	<p>4</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	<p>The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.</p>
<p><b>ILO5</b></p>	<p><b>Sales Forecasting and Budgeting:</b></p> <ul style="list-style-type: none"> <li>○ The concept and importance of sales forecasting</li> <li>○ Factors affecting sales forecasting</li> </ul> <p><b>Budget Preparation:</b></p> <ul style="list-style-type: none"> <li>○ The concept of sales budget</li> <li>○ Factors affecting the sales budget</li> <li>○ Stages of preparing the estimated sales budget</li> </ul>	<p>4</p>	<p>4</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	<p>The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.</p>

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<b>ILO6</b>	<b>Control of the sales business:</b> <ul style="list-style-type: none"> <li>○ Control of POS activities</li> <li>○ Elements of evaluation of sales performance</li> <li>○ Evaluating the performance of sales representatives</li> </ul>	2	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.
	<b>Evaluating sales performance:</b> <ul style="list-style-type: none"> <li>○ Organize and coordinate sales points</li> <li>○ Evaluating the performance of the selling points</li> <li>○ Evaluation program of sales performance</li> </ul>				

• **Assessment Criteria (Related to ILOs)**

<b>ISC</b>	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
<b>PF2F</b>	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
<b>ILO1</b>	The student searches the concept of sales management and its relationship with other departments, and the bases, objectives, benefits and types of sales	The student can distinguish between the concept of sales and the concept of marketing, and connects the management of the sales process with other departments.	X		X		

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Syrian Virtual University		الجامعة الافتراضية السورية

	organization, as well as the steps followed to organize sales management; also, he/she describes the types of salesmen and functions and responsibilities of the sales manager, and the role he plays in the process of planning and estimating sales budget.	She/he analyzes the sales organization process and detailed steps followed through discussion with the teacher.	X		X		
		The student remembers types of salesmen and can use her/his knowledge to analyze the role and responsibilities of the sales manager.	X		X		
<b>ILO2</b>	The student searches the management of sales forces and the concept of personal selling, and counts the stages of the sales process; moreover, he/she understands how to select sales representatives (sales forces) and the process of recruitment and selection.	The student organizes stages of sales process through her/his awareness of sales force management and analysis of the concept of personal sales.	X		X		
		She/he can analyze the methods of selecting and recruiting salespeople.	X		X		
<b>ILO3</b>	The student deduces methods of motivating and training sales forces by developing the skills of sales representatives; likewise, he/she assesses the process of organizing compensation and reward of sales representatives and explains the reward system.	The student searches the different methods of developing the skills of sales representatives through her/his familiarity with the methods of motivation and her/his understanding of the training needs of sales representatives.	X		X		
		She/he builds the correct and accurate basics to compensate the salesmen, and explains the system of setting rewards for them.					

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Syrian Virtual University		الجامعة الافتراضية السورية

<b>ILO4</b>	The student describes the concept of sales planning and the difference between a marketing plan and a sales plan; then, he/she applies area planning methods, sales quotas and how to identify sales points.	The student uses the previous information from the course to deal with sales planning according to logical and objective analysis.					
		She/he remembers ways of planning sales areas and identifying agreed sales points.					
<b>ILO5</b>	The student argues about the subject of sales forecasting and the factors affecting prediction of sales; also, he/she prepares the estimated budget for the sales department and notes the types of estimated sales budgets as well.	She/he understands the process of estimating and forecasting sales, and realizes the factors influencing the prediction process.					
		She/he applies the estimated sales budget phases and can differentiate between several budget types.					
<b>ILO6</b>	The student summarizes the principles of control over the sales business through the evaluation of the performance of the sales activity in general, and the evaluation of the performance of sales points and sales representatives in particular.	The student analyzes, through the information obtained in the course, principles of control over the sales operations; and objectively evaluates the performance of the sales activity and representatives via a careful analysis of their work during a specific period.					

## 7-Practice Tools:

Tool Name	Description
None	



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Syrian Virtual University		الجامعة الافتراضية السورية

## 8-Main References

1. Schwartz M. (2006), Fundamentals of sales management for the newly appointed sales manager, AMACOM, a division of American Management Association, New York, USA.
2. Jobber D. and Lancaster G. (2015), Selling and Sales Management, 10th edition, Pearson Education, England.
3. Johnston M.W. and Marshall G.W. (2016) Sales Force Management, 12th edition, Routledge, New York, USA.
4. Laursen, G.H.N. (2011), Business Analytics for Sales and Marketing Managers, John Wiley & Sons, Inc., Hoboken, New Jersey, USA.

## 9-Additional References

5. يوسف، ردينة و الصميدعي، محمود (2010)، إدارة المبيعات، الطبعة الأولى، دار المسيرة للنشر والتوزيع، عمان، الأردن.
6. عبيدات، محمد، الضمور، هاني، وحداد، شفيق (2013)، إدارة المبيعات و البيع الشخصي، الطبعة الثامنة، دار وائل للنشر، عمان، الأردن.