Department of Faculty of Business

Subject Syllabus

Subject Code : MGM10

Subject Title : Sales Management

Subject Specification : Students majoring in Entrepreneurship & Leader ship and Digital Business Management

Subject Overview :

The sales function has an important role in particular, the contribution that the sales functio n makes to the preparation of the marketing plan and how the sales function itself is influe nced by the marketing plan. This course will explain the important element of sales manag enent.

Course Objectives : The purpose of this course is to provide an unde rstanding of the concepts of sales management and skills planning, organizing and evalua ting sales strategy.

Course Method : Interactive lectures, problem-solving discussions , case studies and guest lectures.

Learning Outcome (Competence) : Knowledge : Student will gain a g ood knowledge of sales management.

- Skill : Student will be able to create and develop sales strategy a nd sales forecast
- Attitude : Be able to presentation of Sales Strategy & Tactic to achi eve an effective

Course content :

Week	Topic
1	Introduction to Sales
2	Role of Sales Management
3	Sales Strategies
4	Sales Environment
5	Sales Settings
6	Sales Technique
7	Review for Mid Test
8	**Mid Term Examinations**
9	Internet in Sales Management
10	Sales Forcasting and Budgeting
11	Sales Strategies Mentoring
12	Sales Forcasting and Budgeting Mentoring
13	Sales Strategy Presentation
14	Sales Strategy Presentation
15	Review for Final Test
16	**Final Examinations**

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations 35%

Mid-term Examinations 25%

Coursework & Assignments 30%

Attendance 10%

TOTAL 100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, th e quantitative grades mean:

Grading System :

Grade	Symbol	Conversion Value
90-100	A	4.00
95-89.99	A-	3.70
80-84.99	B+	3.30
78-79.99	B	3.00
70-74.99	B-	2.70
65-69.99	C+	2.30
60-64.99	C	2.00
50-59.99	C-	1.70
40-49.99	D	1.00
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Sales	a. Nature and Role of Selling b. Characteristic of Modern S elling c. Types of Selling	1. Lecturer's presen tation 2. Class discussion 3. Question and an swer
2	Role of Sales Manage ment	a The Four Main Business P hilosophies b Relationship between sale s and marketing	1. Lecturer's presen tation 2. Class discussion 3. Question and an swer
3	Sales Strategies	a Sales and Marketing Plan ning b Sales Planning Process c Establishing Marketing Pl ans	1. Lecturer's presen tation 2. Class discussion 3. Question and an swer 4. Case Study
4	Sales Environment (Co nsumer & Organisatio nal Buyer Behaviour)	a. Consumer Buyer Behavior b. Factor affecting the consu mer decision-making proc ess c. Organisational buying d. Factor affecting organisati onal buyer behavior CW 1 : Interview with Sales Mana ger about Sales Strategies & Imp lementation	1. Lecturer's presen tation 2. Class discussion 3. Question and an swer
5	Sales Settings	a. Environmental and Manag erial forces b. Sales Channels c. Selling for resale	1. Lecturer's presen tation 2. Class discussion 3. Question and an swer

		d. Selling services e. Sales promotions	
6	Sales Technique	a. Sales Responsibilities b. Preparation c. Personal Selling Skills	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Review	Review for Mid Test	
8	**MIDTEST**		
9	Internet in Sales Management	a. Salesforce Automation b. Using Technology to Improve Sales Management c. Social Media and Selling	1. Lecturer's presentation 2. Question and answer 3. Case Study
10	Sales Forecasting and budgeting	a. Planning b. Qualitative Forecasting Techniques c. Quantitatve Forecasting Techniques The Sales Budget	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	Sales Strategies Mentoring	a. Pratical exercise designing of Sales Strategy CW 2: Designing Sales Strategy	1. Class discussion 2. Question and answer
12	Sales Forcasting and Budgeting Mentoring	a. Pratical exercise : Sales Forecasting & Sales Budget CW 3: Designing of Sales Forecasting & Budgeting	1. Class discussion 2. Question and answer

13	Sales Strategy Presentation	a. CW 4: Presentation of Sales Strategy b. Evaluation & Recommendation	1. Student's presentation 2. Question and answer
14	Sales Strategy Presentation	a. CW 4: Presentation of Sales Strategy b. Evaluation & Recomendation	1. Student's presentation 2. Question and answer
15	Review	Review for Final Test	
16	**FINAL TEST**		

Midterm Paper Guideline : Written Examination

Final Paper Guideline : Project & Presentation

References :

- Jobber, D., and Lancaster, G. (2015). *Selling and Sales Management. 10th ed.* England *:* Pearson Education, Inc.

Final Paper Guideline :

Development of Sales Strategy Plan of a product / service.

Outline:

1. Goal
2. Target
3. Strategies
4. Tactics

5. Time
6. Measurement
7. Analysis
8 Conclusion & Recommendation

Prepared by:	Checked by :
	
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