

Syllabus

1. Program information

1.1. Institution	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2020-2021

2. Course information

2.1. Name	Sales strategies								
2.2. Code									
2.3. Years of studies	1	2.4. Semester	1	2.5. Assessment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	6
2.8. Instructors	conf.univ.dr. STAMULE Tănase, stamule.tanase@fabiz.ase.ro								

3. Total estimated time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		C (C)	1.00
		S (S)	2.00
3.3. Total hours from curriculum	42.00	of which	
		C (C)	14.00
		S (S)	28.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual	108.00		
Time distribution for individual study			
Study the textbook, course support, bibliography and notes	40.00		
Further reading in the library, on the online platforms and field	40.00		
Preparing seminars, labs, homework, portfolios and essays	20.00		
Tutoring	3.00		
Examinations	4.00		
Other activities	1.00		

4. Prerequisites

4.1. About curriculum	<ul style="list-style-type: none"> - Sales strategies - Business strategies - Launching products and services
4.2. About skills	<ul style="list-style-type: none"> - Explication and interpretation of relations between sales team members. - Using adequate methods for problem solutions concerning sales strategies

5. Requirements

for C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for S(S)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.

6. Skills covered

Professionals	C1	Identification, in-depth analysis, interpretation and development of concepts within the business administration field, in correlation with information technology trends
	C2	Critical constructive research, generation, projection and implementation of business ideas and processes, within the context of business digitalization.

7. Course objective

7.1. General objective	The course aims to develop among students the knowledge and skills necessary for sales strategies, from start-ups to large organizations, especially for Business-to-Business (B2B) and Business-to-Consumer (B2C)
7.2. Specific objectives	<ul style="list-style-type: none"> - Knowledge of the main approaches for B2B and B2C sales strategies - Knowledge of the main sales frameworks used by companies. - Experimentation through case studies of the solutions of the role of a Sales Manager. - Knowledge of sales stages and its strategies: from the SME to the transnational company.

8. Course contents

8.1. C(C)		Teaching methods	Advices
1	Sales management for key accounts	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
2	Sales strategies to gain market share	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	

3	Compensation strategies	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
4	Creating a sales team	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Allocating the resources of the sales teams	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Analysis of the efficiency of the sales force	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	IT control systems in sales	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
8	Sales strategies in emerging markets	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
9	Sales strategies in developed markets	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
10	The main components of a growth system that top practitioners use to understand, evaluate, create and communicate opportunities	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
11	Retention and interaction with customers	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
12	New customer acquisition strategies	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
13	Monetization models	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
14	Customer behavior	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

Bibliography:

1. Thomas N. Ingram et al (2020), Sales Management: Analysis and Decision Making (9th edition), Routledge
2. William L. Cron, Thomas E. DeCarl (2019), Dalrymple's Sales Management: Concepts and Cases (10th edition), Wiley
3. Warren Kurzrock (2019), Sales Management Success: Optimizing Performance to Build a Powerful Sales Team, Willey

8.2. S(S)		Teaching methods	Advices
1	Presentation of the main sales frameworks for key gaining key accounts	<ul style="list-style-type: none"> - overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the financial objectives of an organization 	
2	Group simulation of sales strategies to gain market share	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
3	Applying compensation strategies	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
4	Creating a sales team	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
5	Allocating resources to the sales teams	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
6	Analysis of the efficiency of the sales force	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
7	IT control systems in sales. Simulations and applications	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
8	Presentation of structures for sales strategies in emerging markets	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related 	

		exercises;	
9	Sales strategies in developed markets	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
10	Applying the main components of a growth frameworks that top practitioners use to understand, evaluate, create and communicate opportunities through simulations and teamwork.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
11	Models of customer retention and engagement	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
12	Strategies for acquiring new customers, both online and offline	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
13	Simulation with the main monetization models	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
14	Analyzing the customers' behavior	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises - final conclusions for the seminar - grades communication to each student - grades explanations, if requested	

Bibliography:

1. Thomas N. Ingram et all (2020), Sales Management: Analysis and Decision Making (9th edition), Routledge
2. William L. Cron, Thomas E. DeCarl (2019), Dalrymple's Sales Management: Concepts and Cases (10th edition), Wiley
3. Warren Kurzrock (2019), Sales Management Success: Optimizing Performance to Build a Powerful Sales Team, Willey

1. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content was correlated with local business requirements and International during various professional meetings and debates where the Lecturer took part Lecturer.

2. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active participation	Active participation, simulations, case studies	40.00
10.2 C(C)	Project	The conformity of the projects with the established requirements is evaluated	20.00
10.2. Final assessment	Exam	Exam	40.00
10.3. Grading scale	Whole notes 1-10		
10.4. Minimum performance standard	Obtaining minimum 50 points		

Completion date,
15.11.2019

Instructors,