

Syllabus

1. Programme information

1.1. Institution	THE 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 of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Digital business and innovation
1.8. Language of study	English
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	Sales strategies								
2.2. Code	23.0295IF1.1-0002								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	conf.univ.dr. STAMULE Tănase					tanase.stamule@fabiz.ase.ro		
	S(S)	Cadru asoc.(Lector) STAVROSITU C ŞTEFAN							

3. Estimated Total 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 study	108.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	30.00		
Additional documentation in the library, on specialized online platforms and in the field	50.00		
Preparation of seminars, labs, assignments, portfolios and essays	25.00		
Tutorials			
Examinations	3.00		
Other activities			

4. Prerequisites

4.1. of curriculum	Business strategies The English language
4.2. of competences	Team management Decisional processes

5. Conditions

for the C(C)	multimedia equipment internet connection
for the S(S)	multimedia equipment internet connection

6. Acquired specific competences

PFESSIONAL	C1	
PFESSIONAL	C2	

7. Objectives of the discipline

7.1. General objective	Developing sales skills, especially B2B si si B2C
7.2. Specific objectives	Knowledge of the organizational context needed for sales Experimenting and discussing sales management roles through case studies Knowledge of the steps and strategies specific for each type of business, from small and medium enterprises to transnational companies

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Key Account Management (learning how to recognize and tackle challenges in managing the most important stakeholders)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
2	Growth Strategy (Framing different strategies depending on context. Creating your own strategy)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
3	Digital Strategy (Understanding the digital change. What are the new ways to create opportunities?)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
4	E-commerce (key insights into the e-commerce world. How is it different? How do products exist in the online space?)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
5	Digital Measurement (Creating management insights in the online space. what are the parameters online tools can provide my business with?)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
6	Personalization (presentation and identification of diverse Leadership styles. The importance of flexibility in Leadership strategies)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo
7	Agile ways of working (How does an efficient team look like? What are the practices to strive for and the problems to look out for?)	Interactive course, presentation, debates, simulations, mini case studies	1 page memo

Bibliography

- Homburg, C.; Schafer, H.; Schneider, J., Sales Excellence- Systematic Sales Management, Springer, 2012, Germania
- Awan et al. , A Big Data Approach to Black Friday Sales, Intelligent Automation and Soft Computing - Tech Science Press, 2020, DOI:10.32604/iasc.2021.014216, Marea Britanie
- Boone T. et al., Forecasting sales in the supply chain: Consumer analytics in the big data era, International Journal of Forecasting , 2019, <https://doi.org/10.1016/j.ijforecast.2018.09.003>, Statele Unite ale Americii
- Terho H. et al. , How sales strategy translates into performance: the role of salesperson customer orientation and value-based selling , Industrial Marketing Management , 2015, <http://dx.doi.org/10.1016/j.indmarman.2015.02.017>, Marea Britanie
- Trompeta M et al , A meta-analysis of the effects of music in tourism and hospitality settings , Journal of Business Research, 2022, <https://doi.org/10.1016/j.jbusres.2021.08.067>, Grecia
- Niu, Y.; Wang, C.L. , Revised Unique Selling Proposition: Scale Development, Validation, and Application , Journal of Promotion Management, Routledge, 2016, <https://doi.org/10.1080/10496491.2016.1214209>, Germania
- Katsike, E. et al, The interplay between market intelligence activities and sales strategy as drivers of performance in foreign markets, European Journal of Marketing , 2019, 10.1108/EJM-06-2017-0402, Marea Britanie

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction and Presenting criteria, forming groups	Case study, debates	
2	Understanding Sales	Case study, debates	
3	Managing Sales Team remotely	Case study, debates	
4	Managing Sales Team performance	Case study, debates	
5	Writing lab: Working on group projects	Case study, debates	
6	Sales Strategies: Case Study (Longchamp)	Case study, debates	
7	Attracting clients	Case study, debates	
8	Pricing and Evolving Strategy (Discussing Unique Selling Proposition)	Case study, debates	
9	Sale Strategies for existing and emerging markets	Case study, debates	
10	Growing Strategies for understanding, evaluating, creating and communicating opportunities	Case study, debates	
11	Sales and Big Data (What is the relevance of Big Data in Sales? How can we use it?)	Case study, debates	
12	Monetizing opportunities - simulation	Case study, debates	
13	Presenting projects	presenting group projects	
14	Presenting projects	presenting group projects	

Bibliography

- Homburg, C.; Schafer, H.; Schneider, J., Sales Excellence- Systematic Sales Management, Springer, 2012, Germania
- Awan et al. , A Big Data Approach to Black Friday Sales, Intelligent Automation and Soft Computing - Tech Science Press, 2020, DOI:10.32604/iasc.2021.014216, Marea Britanie
- Boone T. et al., Forecasting sales in the supply chain: Consumer analytics in the big data era, International Journal of Forecasting , 2019, <https://doi.org/10.1016/j.ijforecast.2018.09.003>, Statele Unite ale Americii
- Terho H. et al. , How sales strategy translates into performance: the role of salesperson customer orientation and value-based selling , Industrial Marketing Management , 2015, <http://dx.doi.org/10.1016/j.indmarman.2015.02.017>, Marea Britanie
- Trompeta M et al , A meta-analysis of the effects of music in tourism and hospitality settings , Journal of Business Research, 2022, <https://doi.org/10.1016/j.jbusres.2021.08.067>, Grecia
- Niu, Y.; Wang, C.L. , Revised Unique Selling Proposition: Scale Development, Validation, and Application , Journal of Promotion Management, Routledge, 2016, <https://doi.org/10.1080/10496491.2016.1214209>, Germania
- Katsike, E. et al, The interplay between market intelligence activities and sales strategy as drivers of performance in foreign markets, European Journal of Marketing , 2019, 10.1108/EJM-06-2017-0402, Marea Britanie

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Content linked to the practices of IT&C companies at a national and international level

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive assesment	Active Participation, simulations, case studies	20.00
10.2. S(S)	Gradual assesment	Group Project	20.00
10.3. Final assessment	Oral exam (10 points Ex officio)	oral exam - project	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Minimum grade to pass is 50 points		

Date of listing,
04/26/2024

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,