

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Management-Marketing Department</b>
1.4 Field of study	<b>Management</b>
1.5 Cycle of study	<b>Cycle II – Master</b>
1.6 Program of study /Degree	<b>Advanced Management Master Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	Sales Management						
2.2 Course titleholder	Associate Professor Bodog Simona-Aurelia, Ph.D.						
2.3 Seminar titleholder	Associate Professor Bodog Simona-Aurelia, Ph.D.						
2.4 Year of study	II	2.5 Semester	III	2.6 Type of assessment	Cv	2.7 Type of discipline	O

(I) Compulsory; (O) Elective; (F) Facultative

## 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
<b>Distribution of hours:</b>					<b>97</b>
Studying the workbook, course book, bibliography and notes					44
Supplementary documentation in the library, on electronic specialty sites and in the field					21
Preparing seminars/laboratories, themes, projects, portfolios and essays					24
Tutorship					4
Assessment activities					4
Other activities.....					0
3.7 Total hours of individual study	<b>97</b>				
3.9 Total hours/semester	<b>125</b>				
3.10 Number of credits	<b>5</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

## 5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	whiteboard

6. Specific skills acquired	
Professional skills	C1.2 C1.3, C2.3 C1.4, C3.4 C2.1, C3.1
Transversal Skills	CT1, CT2, CT3

### 7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>• identifying features on the sales management</li> <li>• knowledge necessary qualities of a good sales manager</li> <li>• following a sales process, from forming the sales team to control sales operations</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>▪ knowledge and understanding of the importance of sales management in the organization;</li> <li>▪ developing the skill of recruitment, selection and training of sales staff</li> <li>• knowledge and develop the ability to plan sales</li> <li>• knowledge and ways of motivating sales staff remuneration</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Sales Management - Getting Started - part I	Lecture, problem-solving, debate, deduction, illustration	
8.1.2. Sales Management - Getting Started- part II		
8.1.3. The role of sales manager		
8.1.4. Organisation of sales staff		
8.1.5. Sales force		
8.1.6. Recruitment and selection of sales staff		
8.1.7. Methods and tools for training sales staff		
8.1.8. Technical Sales		
8.1.9. Motivating the sales staff		
8.1.10. Elements of communication and negotiation in sales		
8.1.11. Meal sales		
8.1.12. Evaluation of sales staff		
8.1.13. Control of sale		
8.1.14. Ethics sales		
Bibliography <ol style="list-style-type: none"> <li>1. David Jobber, Geoff Lancaster, <i>Selling and Sales Management</i>, Person Education, 9th Edition</li> <li>2. Gh. Meghișan, I. Stancu, <i>Managementul vânzătorilor</i>, Ed. Sitech, Craiova, 2008.</li> <li>3. I. Stancu, <i>Managementul vânzătorilor</i>, Ed. Sitech, Craiova, 2009.</li> <li>4. Richard R. Still, Cundiff W. Edward, Govoni A P Nor, <i>Sales Management: Decision Strategy and Cases</i>, Person Education, 5 edition</li> <li>5. Jeff Tanner, Earl D. Honeycutt, Robert C. Erffmeyer, <i>Sales Management</i>, Prentice Hall, 2009</li> </ol>		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Sales Management. The role of sales manager	Questioning, debate, deduction, applications, examples	
8.2.2. Recruitment and selection of sales staff		
8.2.3. Methods and tools for training sales staff		
8.2.4. Meal sales		
8.2.5. Evaluation of sales staff		
8.2.6. Control of sale		
8.2.7. Ethics sales		

**Bibliography:**

1. David Jobber, Geoff Lancaster, *Selling and Sales Management*, Person Education, 9th Edition
2. Gh. Meghișan, I. Stancu, *Managementul vânzătorilor*, Ed. Sitech, Craiova, 2008.
3. I. Stancu, *Managementul vânzătorilor*, Ed. Sitech, Craiova, 2009.
4. Richard R. Still, Cundiff W. Edward, Govoni A P Nor, *Sales Management: Decision Strategy and Cases*, Person Education, 5 edition
5. Jeff Tanner, Earl D. Honeycutt, Robert C. Erffmeyer, *Sales Management*, Prentice Hall, 2009

**9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program**

During this course, the students will be asked to analyse the activity regarding the sales management in real organizations. Based on this, and in collaboration with the companies' representatives, the students will be asked to propose ways to develop and/or improve the activity regarding the sales management in the above mentioned organizations, based on the strategic, analytic and operational conceptual dimensions.

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	<ul style="list-style-type: none"> <li>• Knowledge and understanding contents</li> <li>• Solving all items in the test correctly and Answers</li> </ul>	Written examination	50%
10.5 Seminar (S)	Participation to the seminar classes including working together with the representatives of the companies Activity in the seminar, answers to questions	Review: ongoing evaluation and support	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>• Knowledge and understanding of course content to the essential ideas</li> <li>• Obtaining at least 5 points (out of 10) for the seminar activity</li> <li>• Obtaining at least 5 points (out of 10) at final test</li> </ul>			

**Date**

25.09.2020

**Course titleholder:**

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**Director of Department,**

**Associate professor habil. Maria-Madela ABRUDAN, PhD**

**Date of approval in the Department:**

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<sup>1</sup> State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

**28.09.2020**

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**Dean,**

**Professor habil. Alina BĂDULESCU, PhD**

**Date of approval in  
The Council of the  
Faculty of  
Economic Sciences:**

**30.09.2020**

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