

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business and Marketing Awarded by Teesside University
Module Title	Sales Management
Module Syllabus No. (if any)	MAR3020-N
Content	<p>The roles of buyers, sellers, and technology have changed, and collaboration is now the key to success on all sides. Indeed the buyer seller relationship has shifted from subservient to sales collaboration. This module focuses on the consultative approach of understanding the buyers needs and providing adapted solutions by helping them overcome their problems, challenges, and creating value. Students will learn how to build partnership with buyers, through detailing the foundations, personae, and reality of the new marketplace.</p> <p>Salesmanship is an essential skill that carries over into many industries, through studying this module, students will gain insights into the new buyer thought processes, the new sales personae required for dealing with the new buyers, and how to establish and implement a dynamic sales process. The module will provide students with a balanced view of sales management and contextualise it for future employability through its integration with the marketing function and the other operation business functions.</p>
No. of Teaching Hours	36hours
Teaching Methods	Lectures, presentation, discussion
Assessment Methods and Weightages	75% portfolio; 25% individual presentation
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Fundamentals of selling: customers for life through service9781259060557Futrell, Charles 2014 - 13th ed
Additional Reference Texts (if any)	Sales management: concepts and cases0470418893, 9780470418895Cron, William L.; DeCarlo, Thomas E. c2010 - International student version., 10th ed
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Demonstrate a comprehensive and detailed understanding of the business organisations, the environment which they operate in and their management, specifically in regard to the sales function and discipline and the way in which these areas interlink and integrate.
2	Analyse and critically evaluate established personal selling models and business theories
3	Analyse and evaluate the impact of ethical and legal issues in the buyer seller relationship
4	Synthesise, appraise and evaluate various data in order to present a structured, balanced and independent argument.
5	Identify and define complex problems and applying relevant methods to produce appropriate solutions.
6	Operate ethically in complex and unpredictable contexts, recognising the basis for professional competence in personal selling.
7	Evaluate personal leadership, professional skills and personal qualities necessary for a career in sales.
8	Plan, manage, review and evaluate the acquisition of new knowledge and skills as part of a lifelong learning strategy and future employability. Communicate clearly, fluently, and effectively in a range of styles appropriate to the context.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.