MINISTRY OF FINANCE UNIVERSITY OF FINANCE AND MARKETING

SOCIALIST REPUBLIC OF VIETNAM Independence – Freedom - Happiness

Ho Chi Minh City,.....201...

SUBJECT SYLLABUS

1. SUBJECT INFORMATION

1.1. General information

- Subject Title: SALES MANAGEMENT

- Subject code: Number of credits: 03

- Applied for: Business administration

+ Grade education: Bachelor

+ Training form:

+ Required subject:: Compulsory

1.2. Faculty in changed: FBA (Faculty of Business Administration)

1.3. Subject description:

- The subject of Sales Management is included in group of core subjects for students majoring in Sale Management or Business Administration.
- The subject offers the knowledge and skills of Sales Management to the student who intends to work in the businesses relating directly to customers as a leader. After completing the subject and achieving the requirements of the final assessment, student will have a basic understanding on the concepts and roles of the Sales Management consisting of various functions through the planning, staffing, controlling and leading a sales forace, as well as establishment, development and maintenance of relationships with customers by providing benefits to customers with the aim to add value to their customers.
- Students will have skills necessary for their sale career in future from planning to evaluating; to be able to analyze the differences between the purchase behaviours of corporate customers and the purchase behaviours of consuming customers in relation to complex-nature products/ services such

as industrial services or goods so that they can use proper skills to manage the salesforce to sell goods effectively and successfully.

- Students will know how to choose suitable motivating techniques for each type of salesperson; will develop the Business etiquette for their business thinking and operation to meeting the requirements of the global trade.
- Also, students will be able to self-manage of their own personal productivity, to manage the productivity of their team and will be able to make research and development in the fields of marking and sale of goods, business strategies and to manage an enterprise.
- Hours for subject activities:

+ Theory: 30

+ Group working and presentation: 5

+ Exercises, Discussion: 10

+ Self study: 45

1.4 Prerequisite:

- Prerequisite subjects: Principles of Management

- Prior subjects:

2. SUBJECT OBJECTTIVES

After finishing this subject, students can be able:

- Remember main concepts and process of sales management;
- Know how to plan, staff, controll, lead and evaluate a sales force;
- Know and choose a suitable motivation method to motivate salesstaffs;
- Analyze the sales costs, define sales budget;

3. LEARNING OUTCOMES

3.1 Learning outcomes

Items	Subject learning outcomes	Matching the Program Learning Outcomes
Ks1	Remember concepts; requirements	K5: Establish and implement
	about a professional sales	management activities in an
	management's career, competences;	organization

		methods to sell goods to different	
		customers; process of professional and	K6: Evaluatiing management
		effective sale management; specific	activities in an organization
		term in sales.	
			K7: Suggest executive – and
	Ks2	Understand the reason of ethics in	management method in a
Knowledge	1102	sales; explain the role of marketing	particular operation field of the
		relationship; the role of an individual	organization
		professional seller in a Marketing	organization
		relationship; the importance to build,	
	Ks3	relationship with customers.	
	KSS	Plan a sales program; aware of what	
		are main criteria needed to appear in a	
		sales plan, such as: sales organization,	
		forecasting market demand and	
		budget, design and size of sales	
		territory, sales objectives and quota	
	Ks4	Understand and apply the process of	
		recruit, selection, placement and	
		sozialization of salespeople; training	
		and content of training salespeople;	
	Ks5	Understand and apply the meaning of	
		making salespeople satisfied and the	
		motivation techniques: financial &	
		non-financial rewards as well as	
		leading sales force.	
	Ks6	Analyze the sales and marketing cots	
		and evaluate sales performance	
Skills	Ss1	Able to apply the process of sales	S2: Planning in a particular
		management to reality;	operation field of the
	Ss2	Able to analyze the roles of Ethics,	organization
		Marketing relationships and the	
		personal relationship with customers	S3: Implementing and
		in today's business environment;	controlling management
	Ss3		activities of the organization
		Able to apply technologies in model	

			Τ
	Ss4	selling management circumstances;	S6: Communication &
		Able to make a sales project to	Teamwork
		introduce/sell a product/ a service to	
		customers; to cope with oppositions	
		from customers, to persuade	
		customers in a reasonable manner, to	
		manage and develop the sales force, to	
	Ss5	plan & control throughout the project;	
		Able to have flexible and smart acts	
		in communication with customers,	
	Ss6	friends and partners;	
		Able to create a personal working	
		methods.	
Competences	As1	Attendance on time;	A2: Having social responsibility
on Self-reliance and self -			awareness and working ethic
responsibility	As2	Listening to opinions and instructions	
		from lecturer and other people;	A3: Having ability of career –
			and personal development
	As3	Self study is a must, serious and	
		honest in learning	A4: Having ability of
			networking and usage of social
			resources

3.1 Matrix for lining the contents of the chapters and learning outcomes

Contents	Knowledge	Skills	Competences on Self- reliance and self – responsible
Chapter 1 Sales Management: Its Nature, Rewards, and Responsibilities	Ks1,Ks2	Ss1, Ss6	As1,2,3
Chapter 2 Social, Ethical, and Legal	Ks1, Ks2	Ss2, Ss6	As1,2,3

Responsibilities of Sales Personnel			
Chapter 3	Ks1, Ks3	Ss3, Ss6	As1,2,3
Building Relationships through	1101, 1100	555, 550	1 10 1 9 20 9 20
Strategic Planning			
Chapter 4	Ks1, Ks3	Ss3, Ss6	As1,2,3
The Market-Driven Sales	131, 133	555, 550	1131,2,3
Organization			
Chapter 5	Ks1, Ks3	Ss3, Ss6	As1,2,3
Forecasting Market Demand and	1131, 1133	555, 550	1101,2,3
Sales Budgets			
Chapter 6	Ks1, Ks3	Ss3, Ss6	As1,2,3
Design and Size of Sales	131, 133	555, 550	1131,2,3
Territories			
Chapter 7	Ks4	Ss4, Ss6	As1,2,3
Sales Objectives and Quotas	IXST	554, 550	1131,2,3
Chapter 8	Ks4	Ss4, Ss6	As1,2,3
Planning for and Recruiting	IXST	554, 550	1131,2,3
Successful Salespeople			
Chapter 9	Ks4	Ss4, Ss6	As1,2,3
Selection, Placement, and	1X5+	554, 550	1131,2,3
Socialization of Successful			
Salespeople			
Chapter 10	Ks4	Ss4, Ss6	As1,2,3
The Management of Sales	1X5+	554, 550	1131,2,3
Training and Development			
Chapter 11	Ks4	Ss4, Ss6	As1,2,3
Contents of the Sales Training		33., 550	
Program: Sales Knowledge and			
the Selling Process			
Chapter 12	Ks4	Ss4, Ss6	As1,2,3
Motivating Salespeople toward	1307	<i>Б</i> ът, Бъ0	1101,4,0
High Performance			
Chapter 13	Ks5	Ss5, Ss6	As1,2,3
Compensation for High	1103	555, 550	1101,4,3
Performance			
Chapter 14	Ks5	Ss5, Ss6	As1,2,3
Leading the Sales Team	1303	555, 550	1101,4,5

Chapter 15	Ks5	Ss5, Ss6	As1,2,3
Analysis of Sales and Marketing	IXS3	3 353, 380	
Costs			
Chapter 16	Ks6	Ss5, Ss6	As1,2,3
Evaluation of Salespeople's	Kso	353, 350	A31,2,3
Performance			

4. TEACHING PLAN

Form of teaching and learning							
		Νυ	ımber of cre				
Study time	Description	Theory	Exercises/ Dícussion	Group working	Practice, practicum, gains through the practicum	Self – study, self- research	Requirements for students' preparation before attendance of the classroom.
Sessio	Chapter 1: Sales	3 hours	1		Teachers	Students	Students are
n 1	Management:				giving	are	required to read
	Its Nature,				notice about	required	the Chapter 2
	Rewards, and Responsibilities				:	to find docume	
	responsioners				A writing on	nts,	
					the gains	referenc es	
					through the	relating	
					practicum	the chapter	
					+ A group of 3- 5	they will	
					students will	learn	
					contact		
					companies		
					for permission		
					for them to		
					come to that		
					company's		
					shops to observe/		
					make an		
					intenship		
					about sales		
					operation through		
					point of a		
					sales		
					leader's		

view (in the
fields of
services,
industrial
goods,).
+ The
students are
required to
make clips
of the
process of
marking in
reality. The
students are
required to
learn about
the
preparation
before and
after-sale
services. +
The students
are required
to submit a
writing on
the gains
through the
practicum
together
with the
clip on the
5 rd week –
9 th week.
Practise
sales
management
: A group of
2 or 4
students
may choose
to practice
the sale of a
real product/
service (
meeting
customers in
person or
through
internet)
within the
3 th week to
the 8 th week.
They are
required to
gubmit o
submit a

Sessio n 2	Chapter 2: Social, Ethical, and Legal Responsibilities of Sales Personnel	3 hours	1 hour	report of the result of the sale management together with a clip, which must be submitted to teachers on the 8th week to the 9th week. Group of students will register with the teacher the topic of writing the gains through practicum.	Students are required to find situation s on business etiquette s through sources (intervie ws, building situation s). The Students are required to prestudy of the next chapter	Students are required to read the Chapter 3
Sessio n 3	Chapter 3: Building Relationships through Strategic Planning	3 hours	1 hour	Groups of students will write the report on the gains through practicum.		Students are required to read the Chapter 4, 5
Sessio n 4	Chapter 4: The Market-Driven Sales Organization Chapter 5: Forecasting Market Demand and Sales	3 hours	1 hour	Students will analyze situations in the classroom		Students are required to read the Chapter Ch. 6, Ch. 7

	Budgets					
Sessio n 5	Chapter 6: Design and Size of Sales Territories Chapter 7: Sales	3 hours	1 Hour	Students will analyze situations in the classroom		Students are required to read Ch. 8, Ch. 9. Ch.10, before next class
	Objectives and Quotas			Groups of students will do and submit a writing of the gains through the practicum		
Sessio n 6	Chapter 8: Planning for and Recruiting Successful Salespeople	3 hours	1 hour	Students will analyze situations in the classroom		Students are required to read Ch. 11, 12 before next class
	Chapter 9: Selection, Placement, and Socialization of Successful Salespeople Chapter 10: The			Groups of students will do and submit a writing of the gains through the practicum		
	Management of Sales Training and Development					
Sessio n 7	Chapter 11: Contents of the Sales Training Program: Sales Knowledge and the Selling Process	Lecture s 2 hours	Group discussion 2 hours	Students will analyze situations in the classroom Groups of students will do and submit a	Groups of students are required to make a plan for practice of	Students are required to read the Chapter Ch.13, 14 before next class
	Chapter 12: Motivating Salespeople toward High Performance			writing of the gains through the practicum	knowled ge	
Sessio n 8	Chapter 13: Compensation for High	3 hours	1 hour	Students will analyze situations in	Groups of students	Students are required to read the

	Performance				the classroom	perform the	Ch.15 before next class
	Chapter 14: Leading the Sales Team				Groups of students will do and submit a writing of the gains through the practicum	practice	next class
Sessio n 9	Chapter 15 Analysis of Sales and Marketing Costs	3 hours	1 Hour		Students will analyze situations in the classroom Groups of students will do and submit a writing of the gians through the practicum		Students are required to read Ch.16 before next class
Sessio n 10	Chapter 16: Evaluation of Salespeople's Performance	3 hours	1 Hour		Students will analyze situations in the classroom	The students will systemat ize the learned knowled ge and prepare for reviews of the knowled ge	Students are required review all Chapters at home and write down questions
Sessio n 11	WRAP-UP & GENERALIZA TION OF THE COURSE			5 hours	Students will present sales projects' results		
	Q&A						
	TOTAL	30 hours	10 hours	5 hours			

5. LIST OF REFERENCES

Main text book	Charles M. Futrell (2009), Fundamentals of selling: customers for life through service,
	11th ed., New York : McGraw-Hill/Irwin
References:	 DeCarlo, William L. Cron, Thomas E (2009) Dalrymple's sales management Bùi Văn Danh, Nguyễn Văn Dung, Lê Quang Khôi (2012) Quản trị bán hàng=Sales management Phạm Quốc Luyến, Bài giảng quản trị bán hàng, ĐH Tài chính – Marketing Students may read these refences in the Library of Finance-Marketing University
Other sources:	The websites on sales management. Students may make reference at bookstores and on internet.

6. METHOD OF EVALUATION

Туре	Quantity	Description	Timeline	Percentage of the numeric grade	Match the subject learning outcomes
Homework	1	Interviewing sales manager B2B	After one week	5%	Ss6, As1,2,3
Practice of organizing sales of goods in supposed situations	1	Practice of sale management skills	The weeks 9 +10	15%	Ks3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
Group discussion in the classroom	3	8	Random during the weeks 1 - 10	10%	Ks1,2,3,4,5,6 As1,2,3
Middle examination	1	Test of theories and situations	The week 7-9	10%	Ks1,2,3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
Final examination	1	Generalize and synthesize the theories and	According to the examination schedule	60%	Ks1,2,3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
TOTAL				100%	

Principal

Dean of Faculty

Head of SM Dept.