

Title of the Course	SALES MANAGEMENT		
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Entrepreneurship		
Science Sector	Social sciences/Economics and entrepreneurship		
Science Subsector	Entrepreneurship management/Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 <sup>st</sup> level professional study programme	Marketing and Trade		
Author(s) of the course	MBA Kaspars Barons		
Lecturer(s) of the course	MBA Kaspars Barons		
Goal of the course:	To enhance students’ interest and understanding about the meaning of sales process in the development of an enterprise. To show the work duties, roles, responsibilities and tasks of a sales unit manager. To teach the application of most appropriate sales strategies.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student recognizes the sales channels and sales strategies; 1.2. A student identifies the systems of sales bookkeeping and chooses the most appropriate one. 2. Skills: 2.1. A student chooses and applies sales channels and methods according to the sector in which an enterprise operates in; 2.2. A student analyses and concludes on the most/least effective sales channels. 2.3. A student develops goals and operation principles of sales unit. 3. Competences: 3.1. A student implements sales process in an enterprise.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	<b>Sales functions in an enterprise and manager's role,</b> 1.1. Role of sales in an enterprise 1.2. Role of after-sales in an enterprise 1.3. Customer service in an enterprise 1.4. Sales manager – leader of work process and organizer	8	5	2	2	2
2.	<b>Sales strategies</b> 2.1. Types of sales channels 2.2. B2C sector and choice of sales channels; 2.3. B2B sector and choice of sales channels;		5	1	2	
3.	<b>Sales and marketing</b> 3.1. Choice of marketing channels in line with defined sales strategy 3.2. Marketing of sales campaigns 3.3. Assessment of sales and marketing channels according to LEAN method		5	2	2	
4.	<b>Completion of sales in an organisation and result keeping</b> 4.1. Systems of sales administration 4.2. Budget keeping of sales activities 4.3. Analysis of sales channel efficiency		5	1	2	
5.	<b>Work planning of sales in an organisation</b> 5.1. Choice of sales strategies 5.2. Development of sales plans 5.3. Sales budget and work investment planning;		5	2	2	

	5.4. Seller's work wage – fixed wage and premium for the reached results					
6.	<b>Daily work of a sales manager</b> 6.1. Development of work models 6.2. Development of sales unit 6.3. Implementation of sales strategy 6.4. Motivation of sales team 6.5. Raising sales team's qualification 6.6. Control of sales result completion		5	2	2	
7.	<b>Formation of sales team, development and motivation</b> 7.1. Assessment of seller's competency 7.2. Training at workplace 7.3. Seller's selection and process characterization 7.3.1. Tasks to sellers during the job interview		5	2	2	
8.	<b>Development of enterprise's sales</b> 8.1. Development of sales strategy 8.2. Marketing planning of sales campaigns 8.3. Sales system choice 8.4. Development of sales budget 8.5.Seller's wage detection 8.6. Seller's team choice 8.7. Seller's motivation		5	2	2	
<b>TOTAL:</b>		8	40	14	16	2
		<b>80</b>				
<b>Mastering the course and successfully passing examination, student is capable of</b> ( <i>knowledge, skills and competencies</i> )						
<b>Study Results:</b>		<b>Evaluation Criteria</b>				
		<b>(40-69%)</b>		<b>(70-89%)</b>		<b>(90-100%)</b>
<b>Knowledge</b>						
1.1.Recognize sales channels and sales strategies		With difficulties recognizes sales		Recognizes sales channels and sales strategies, but finds		Extensively and fully recognizes sales channels and
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	channels and sales strategies	it difficult to relate to real life	sales strategies, and can freely to relate to real life
1.2. Identify sales bookkeeping system and choose the most appropriate one	Finds it difficult to recognize sales bookkeeping systems, cannot relate them to an enterprise and analyse them	Identify sales bookkeeping system, relates relate them to an enterprise, but there is an incomplete sales bookkeeping analysis	Identify sales bookkeeping system, analyses them and practically uses for the improvement of company's competitiveness
<b>Skills</b>			
2.1.Chooses and uses sales channels and methods in line with sector within which an enterprise operates in	Partially uses sales channels, finds it difficult to orientate in methods and practical application	Uses sales channels, understand them, using sales methods, only under supervision of a manager	Uses sales channels in line with sector within which an enterprise operates in and independently chooses the most appropriate methods and uses it in the professional activity, for the solutions of problems
2.2.Analyses and concludes about the most/least effective channel	Partially analyses and concludes about the efficiency of sales channels, but cannot relate to own enterprise	Partially analyses and concludes about the efficiency of sales channels, relates it to own enterprise	analyses and concludes about the efficiency of sales channels relates it to own enterprise for the improvement of competitiveness
2.3.Develops the goals and operation principle of sales unit	Partially develops the goals and operation principle of sales unit, but cannot relate to a specific enterprise	develops the goals and operation principle of sales unit under supervision	develops the goals and operation principle of sales unit, relate to a specific enterprise, independently identifies goals and operation principles in the work of a n enterprise
<b>Competences</b>			
3.1. Develop sales process in an enterprise	Partially develops sales process in an enterprise	Understand sales process and its application in entrepreneurship,	Independently develops sales process in enterprise, integrates
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	<b>STUDY COURSE DESCRIPTION</b>	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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		develops sales process in enterprise under supervision	it into professional activity or own enterprise
<b>Acknowledgement of the obtained study results</b>			
<b>Study Results</b>	<b>1.1.-1.2.</b>	<b>2.1</b>	<b>3.1.</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

<b>Core Literature</b>	
1.	Jobber D., Lancaster G. (2009), <b>Selling and management</b> , Prentice hall, Financial times
2.	Schwartz M. (2006), <b>Fundamentals of Management for the Newly Appointed Manager</b> , AMACOM, ISBN0814408737
3.	Straumēns J., Kasatkina L. u.c. (2003), <b>Pārdošanas vadītāja rokasgrāmata</b> . – Rīga: Dienas Bizness
4.	Pārdošanas procesa izveide e-vidē, <a href="https://www.trello.com/">https://www.trello.com/</a>
5.	Pārdošanas procesa izveide e-vidē, <a href="https://www.pipedrive.com/">https://www.pipedrive.com/</a>
<b>Additional Literature</b>	
1.	Carl Sewell (1990) <b>Customers for life</b>
2.	Robins Šarma (2011) <b>Līderis bez titula</b> , Izdevniecība avots, ISBN 978-9984-859-43-9
3.	Washington state government, <b>An Introduction to Lean Thinking</b> , video: <a href="https://www.youtube.com/watch?v=RxDw0Q_gVt0">https://www.youtube.com/watch?v=RxDw0Q_gVt0</a>

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