

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2024-2025**

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| **College/ Institute** | **Erbil Technical Administration College** | |
| **Department** | **International Marketing and language** | |
| **Module Name** | **Sales-Management** | |
| **Module Code** | SAM501 | |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**  × | |
| **Semester** | Fifth **Semester** | |
| **Qualification** |  | |
| **Scientific Title** |  | |
| **ECTS (Credits)** | **6** | |
| **Module type** | **Prerequisite Core Assist.**  × | |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **12** | |
| **Lecturer (Theory)** | **Shirzad Mohammed Mahdi** | |
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| **Lecturer (Practical)** |  | |
| **E-Mail & Mobile NO.** |  | |
| **Websites** | [**www.epu.edu.iq**](http://www.epu.edu.iq) | |

**Course Book**

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| **Course Description** | Sales management oversees a company's sales department and how its products or services are being sold. Sales managers plan, implement and control each sales program. They may also assist with recruitment and train new employees. The key role of a sales manager is to develop and establish a selling program that helps their organization achieve their sales projections and revenue goals. They may do this by developing a strong sales force, coordinating sales activities and using various techniques that enable sales team members to improve their sales. | | | | | |
| **Course objectives** | Sales management objectives are goals that an organization has for its sales team to achieve over a set period of time. It's important to have clearly defined sales management objectives because you can use them to track your progress and support the growth of your organization. Developing effective sales management objectives can benefit you by:   * Providing clear guidelines for your sales team * Giving you the data and metrics needed to share your progress with key stakeholders and company executives * Creating a culture of continuous improvement * Rewarding your sales team when they achieve a goal * Helping you compare your organization to its competitors * Improving your sales team's focus * Increasing your sales team's productivity * Making it easier to identify new opportunities and areas for improvement * Helping you create an effective sales plan to reach your goals * Aligning your sales goals with other the goals of other departments | | | | | |
| **Student's obligation** | The responsibilities of a Sales Manager include **hiring, training, and providing professional development for their teams and setting weekly, monthly, or quarterly goals based on the team's performance to date**. They also generate reports tracking how well each individual achieves these seasonal targets. Achieving sales volume is one of the most important sales management objectives. Sales volume measures the number of units that are sold during a given time period. This metric is important to measure because sales managers can use it to determine the penetration level of a particular market. This can help sales managers track their team's progress, determine where there is opportunity to increase their sales efforts and forecast future prospects. | | | | | |
| **Required Learning Materials** | استخدام وسائل **باستخدام (Data Show)، (Power Point)، (Weight Board) .**  **-** الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع**.** | | | | | |
| **Evaluation** | ‌ **Task** | | **Weight (Marks)** | | **Due Week** | **Relevant Learning Outcome** |
| Paper Review | |  | |  |  |
| Assignments | Homework | 10 | | 1-12 |  |
| Class Activity | 2 | | 1-12 |  |
| Report | 0 | | 1-12 |  |
| Seminar | 6 | | 1-12 |  |
| Essay | 0 | | 1-12 |  |
| Project | 10 | | 1-12 |  |
| Quiz | | 8 | | 1-12 |  |
| Lab. | |  | |  |  |
| Midterm Exam | | 24 | |  |  |
| Final Exam | | 40 | |  |  |
| Total | | 100 | |  |  |
| **Specific learning outcome:** | 1. Individual contributors become more productive. 2. Organizational performance improves. 3. Sales reps report increased skill enhancement. 4. Increased employee engagement. 5. Improved employee retention rates. | | | | | |
| **Course References‌:** | This post was originally published in March, 2020 and has been updated for comprehensiveness. | | | | | |
| **Course topics (Theory)** | | | | **Week** | | **Learning Outcome** |
| Course layout  Week 1:   INTRODUCTION TO SALES MANAGEMENT  Week 2:  PERSONAL SELLING  Week 3:   Importance of Selling  Week 4:   Provide an introduction to sales management  Week 5:   Relationship Management  Week 6:  Relationship Management  Week 7:      THE MANAGEMENT OF SALES TRAINING AND DEVELOPMENT  Week 8:     THE MANAGEMENT OF SALES TRAINING AND DEVELOPMENT  Week 9:    CONTROLLING THE SALES FORCE  Week 10: CONTROLLING THE SALES FORCE  Week 11:  INTERNATIONAL SALES  Week 12:  INTERNATIONAL SALES  **Questions Example Design**   1. **Explain the sales training process consists of three phases?** (8)   Assess sales training needs, Design & execute sales training programme, Evaluation and reinforcement of sales training programme   1. **When should be the measurement methods? (8)**    1. **After only**    2. **Before/after**    3. **Before/after with control group** 2. **Is Sales Training?** With example **(8)**   **Sales training is the effort an employer puts forth to provide sales people job-related culture, skills, knowledge, and attitudes that should result in improved performance in the selling environments.**   1. **Sales Management Actions and Control: (8)** 2. This method links salesperson’s behavior with specific results. 3. The main benefits of this method is on job relatedness, as a given selling situation relates directly to the job of salespeople. 4. It also provide direction for salesperson improvement. 5. All of the above. 6. Not All of the above. 7. **Establish Performance Standards** are: (8) Performance standards are in the form of sales quotas, sales objectives, sales goals or even sales target. It is easy to set performance standards for quantitative criteria. 8. **True B. False** | | | | | | |
| **Extra notes:** | | | | | | |
| **External Evaluator** | | | | | | |