

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Management and Sales Techniques
Level:	Bachelor
Course status:	Mandatory
Year of study:	III
Number of hours per week:	3
Value in credits - ECTS:	5
Time / location:	
Course leader:	Prof. Ass. Dr. Idriz Kovaçi
Contacting details:	idriz.kovaci@ushaf.net
Course description:	
Course description:	The course will be based mainly on the best management practices, sales techniques and market exploration in today's modern time, with the presence of a large number of actors in the local market, national, international and global, and with the competition which is always growing.
Course aims:	
Course aims:	<p>The aim of the course is to acquaint students with the basics of management as a contemporary social and economic phenomenon, as well as the basic tasks of management in economics.</p> <p>To understand its management and functioning as a system, the course curriculum is focused on the analysis and understanding of expressions, phenomena, factors and activities that are directly or indirectly related to the four basic functions of management, which are: planning, organizing, leadership and control.</p> <p>Acquiring this curriculum enables students to benefit in building their skills related to sales techniques.</p>
Learning outcomes:	
Learning outcomes:	<p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand the basic principles on which management is developed and operates, the modern way of management and sales techniques; ▪ Prepare for different environments: retail sales, face-to-face sales, sophisticated business-to-business sales; ▪ Develop a variety of skills such as: communication and presentation skills, teamwork skills and writing skills; ▪ Be willing to do various market analyzes.
Contribution in Student's learning (should correspond with Students learning outcomes)	

Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	1	2
Exercises in the field (study visits)	2	2	4
Tests, seminars	2	2	4
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	5	4	20
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	3	1	3
Total			125
Teaching methodology:			
	Lectures and exercises combined with case studies and class discussions.		
Assessment methods :			
	First test: 0-30% Second test: 0-30% Exercises, seminars: 0-20% Scientific research: 0-10% Interactivity: 0-10% Final exam: 100% The final exam is evaluated with 100% of the grade. The exam consists of questions with possible answers, open-ended questions, and a case study.		
List of references			
Basic literature:			
	<ul style="list-style-type: none"> ▪ Prof. Dr. Ramiz Livoreka, "Kërkime Marketingu" Prishtinë, 2011. ▪ Prof. Dr. Berim Ramosaj, "Bazat e Menaxhimit", Prishtinë, 2013. 		
Additional literature:			
	<ul style="list-style-type: none"> ▪ Prof. Ass. Dr. Idriz Kovaçi, "Menaxhimi dhe Teknikat e Shitjes, 2020. ▪ Vjollca Mullatahiri, "Aftësitë dhe teknikat e shitjes", 2015. ▪ Stephen Robbins & Mary Coulter, "Management", New York, 2018. ▪ Samuel Certo & Trevis Certo, "Modern Management", USA, 2016. 		
Lectures timeline:			
Week	Lectures		
First week:	Presentation of the syllabus General knowledge on management		
Second week:	Planning		

Third week:	Organizing
Fourth week:	Leadership
Fifth week:	Control
Sixth week:	Understanding sales as part of marketing
Seventh week:	First test
Eighth week:	Consumer markets and consumer buying behavior
Ninth week:	Market: segmentation and targeting
Tenth week:	Development and management of products and services for customers
Eleventh week:	Sales techniques and evaluating salespeople performance
Twelfth week:	Sales management
Thirteenth week:	Sales staff: characteristics, roles, functions and importance
Fourteenth week:	Global market: trade without borders
Fifteenth week:	Second test

Academic policies and rules of conduct:

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.