

SYLLABI

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	Sales and Sales Management		
Level	Bachelor		
Course status	Obligatory		
Year of studies	III		
Semester	V		
Number of hours per week	3		
Value of credits - ECTS	5		
Time/ Location	USHAF		
Course lecturer	Agim Thaqi, PhD		
Contact details	agim.thaqi@ushaf.net		
Course description			
Course description	The course focuses on the role that product sales has for the business of the enterprise, scientific literature is elaborated through the topics Planning as a function of management, Distribution management, Organization, Leadership, Strategic planning and budget, Functions of sales channels, Distribution organization, Design of sales channels, Types of sales channels, Behaviors of sales channels. Sales and sales management is a discipline which is focused on the practical application of sales techniques and management of sales operations of an enterprise based on the marketing approach and orientation of achievement of objectives through advanced techniques within strategies, of sales - marketing.		
Course objectives			
Course objectives	The main objective of this course is for the student to learn mainly about best practices by exploring the market and sales techniques in the product design process and its development. Students should also know the psychological side of consumers to create a loyal customer during the shooting process.		
Expected learning outcomes			
Expected learning outcomes	<p>Upon successful completion of the module, students must:</p> <ul style="list-style-type: none"> • Gain basic knowledge of sales techniques, • Evaluate the principles and practice of sales in the enterprise, • Understand the importance of organizing distribution for product sales, • Know about sophisticated business-to-business sales, • Competent for team members in enterprises where the implementation of large sales projects is planned, • Analyze how new products are created and the factors that affect their success and failure in the market, • Combine sales techniques in the context of enterprise success, • Implement marketing strategies in order to sell in the enterprise. 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total

Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship	5	1	5
Contacts with teacher / consultations	1	5	5
Field exercises			
Midterm, seminars and projects.			
Homework	2	5	10
Studying (at the library or at home)			45
Final preparation for the exam	3	2	6
Time spent on evaluation (tests, quiz and final exam)	2	2	4
Projects and presentations	1	5	5
Total			125
Teaching methodology			
	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a problem presented, presentation of students for case studies, seminar-scientific papers, essays or Research.		
Assessment methods			
	Assessment method (Criteria): 10 points - engagement in lectures and attendance, 20 points - seminar paper, essay, case study, research project, 70 points - final exam, Exam Test (written / oral test) - contains min. 5 questions, The student passes the exam if he collects 50 points from all the evaluation criteria,		
Teaching tools			
	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
Theory vs. practice ratio			
	60% Theory 40% Practice work with case studies Seminar paper, case studies, essays or research project		
Literature			
Basic literature	1. Jobber, David, 2019, Selling and Sales Management, 11th Edition, Perason, 2. Frank V. Cespedes, 2021, Sales Management That Works: How to Sell in a World that Never Stops Changing, HARVARD BUSINESS REVIEW PRESS, Boston, Massachusetts,		
Additional literature	1. Hicks,H.G.,Gullet,C.R.:Management, McGraw - Hill, New York 1997. 2. Ball, Ellson and Adamy - Just what you need, 2004. 5. Jonathan Betz – State Tries to Change Image with ad Campaign, 2005, 3. Vjollca Mullatahiri - Aftesite dhe teknikat e shitjes 2015.		
Designed learning plan			
Week	Lecture		
Week one	Syllabus Introduction, Understanding Management		
Week two	Management as a scientific discipline		

	Interactive discussions,
Week three	Planning as a function of management Interactive discussions,
Week four	Establishment process Interactive discussions, Interactive discussions,
Week five	Strategic planning and budgeting Interactive discussions,
Week six	Leadership as a function of management, Interactive discussions,
Week seven	Staffing, Interactive discussions,
Week eight	Leadership as a function of management,
Week nine	Motivation and Control as a function of management, Interactive discussions,
Week ten	Distribution management, Interactive discussions,
Week eleven	Functions of sales channels, Interactive discussions,
Week twelve	Distribution organization, Interactive discussions,
Week thirteen	Designing sales channels, Interactive discussions,
Week fourteen	Types of sales channels, Interactive discussions,
Week fifteen	Sales channel behaviors, Presentations of seminar papers
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	