

## SYLLABI

<b>Basic Course Information.</b>	
<b>Academic Unit:</b>	<b>Faculty of Management</b>
<b>Program:</b>	<b>Business Management and Entrepreneurship</b>
<b>Course Title:</b>	<b>Sales and Sales Management</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Course Status:</b>	<b>Obligatory</b>
<b>Year of Study:</b>	<b>III</b>
<b>Semester:</b>	<b>V</b>
<b>Number of Hours per Week:</b>	<b>3</b>
<b>Credit Value – ECTS:</b>	<b>5</b>
<b>Time / Location:</b>	<b>UASF</b>
<b>Course Lecturer:</b>	
<b>Contact Details:</b>	
<b>Course Description</b>	This course aims to equip students with knowledge and practical skills related to the sales process and its effective management. Students will learn the fundamental concepts of sales, customer communication techniques, the development of long-term consumer relationships, as well as strategies for managing the sales force. Special emphasis is placed on planning and organizing sales activities, motivating the sales team, utilizing digital technology, and conducting market analysis. Through case studies and practical exercises, students will develop the ability to apply the acquired knowledge in real business situations.
<b>Course Objectives</b>	The objectives of this course are for students to understand the fundamental principles of sales and sales management; to develop skills in negotiation and effective communication with clients; to learn methods for motivating and managing the sales team; to analyze the market and apply modern sales techniques, including digital tools; and to apply their knowledge through case studies and practical projects
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Acquire knowledge of the basic concepts of sales and its role in business development <b>(ECTS: 1)</b></li> <li>2. Identify effective sales techniques and strategies according to the type of product/service and market <b>(ECTS: 1)</b></li> <li>3. Develop skills in negotiation, presentation, and managing customer relationships <b>(ECTS: 1)</b></li> <li>4. Apply knowledge in organizing and managing the sales force <b>(ECTS: 1)</b></li> <li>5. Gain insights into the impact of digital technologies and Artificial Intelligence on the sales process and customer management <b>(ECTS: 0.5)</b></li> <li>6. Demonstrate competence in teamwork and in managing practical sales situations in different business contexts <b>(ECTS: 0.5)</b></li> </ol>

Student Workload Contribution			
Activity	Hour	Day/week	Total
Lectures	2	15	30
Theoretical exercises / Assignments	1	15	15
Practical work / Field visits	5	1	5
Contact hours / Consultations	1	5	5
Preparation for assignments / Projects			
Course project / Tests (planning + implementation)	2	2	4
Homework	2	5	10
Self-study (in library or at home)			40
Final exam preparation	2	3	6
Time spent on assessment (tests, final exam)	1	5	5
Projects, presentations, etc.	1	5	5
<b>Total</b>			<b>125</b>
<b>Teaching and Learning Methodology</b>	<p>The lectures will be organized with a student-centered approach. Teaching will be conducted through lectures, exercises, practical examples, individual and group interpretations, seminar papers, periodic assessments, etc. All these activities will be implemented both theoretically and practically, with materials presented in audio-visual form through electronic technology and Windows Office programs. The theoretical aspect will provide general scientific knowledge based on contemporary literature. The practical component will mainly be carried out through concrete examples from literature and student work. Students' opinions will be taken into account regarding the literature used and the organization of the lectures, which will be interactive and related to the discussed topics. The orientation in the elaboration of the material will be discussed in groups—practical visits, student presentations of case studies, seminar papers, or research projects.</p>		
<b>Assessment Methods and Passing Criteria</b>	<p>Assessment Method – based on three activities, which together determine the final grade:</p> <ul style="list-style-type: none"> <li>• Class Activity and Engagement .....<b>max 10 points (%)</b></li> <li>• Seminar Paper (preparation and presentation)...<b>max 10 points (%)</b></li> <li>• Final Exam (or two midterm tests) .....<b>max 80 points (%)</b></li> </ul> <p><b>Passing Criteria</b> – related to the activities outlined in the assessment method:</p> <p><b>1. Class Activity and Engagement – evaluated with 10 points (%) out of the possible 100 points (%):</b></p> <ul style="list-style-type: none"> <li>• Active participation and Engagement in class (20 points (%)) implies that students are actively involved in interactive discussions (professor–student, student–student), by raising new topics related to the subject, sharing ideas, opinions, and critical reflections to stimulate debate during lectures.</li> </ul> <p>Students are expected to complete and present the assignments given at the end of each lecture, which will then be discussed at the beginning of the following lecture.</p> <p>Objective: To foster critical thinking and the creative resolution of real-life situations related to the problems raised within the teaching</p>		

and learning process of the course module.

**3. Project/Seminar Paper – evaluated with 10 points (%) out of the possible 100 points (%):**

During the semester, each student (or a group of up to 2 students) must prepare a project/seminar paper (in Word and PowerPoint). The work must be presented during the designated presentation sessions, lasting no longer than 15 minutes.

The topic of the paper may be proposed either by the professor or by the student; however, student-proposed topics must be approved by the professor and must be fully aligned with the course content.

The paper will be presented to the class and assessed based on the quality of the content, depth of analysis, creativity, and the clarity of presentation skills.

Assessment Criteria for Project / Seminar Paper	
Component	Point (%)
Structure and Purpose of the Paper	3
Content / Elaboration of the Paper	3
Conclusions and Presentation of the Paper	4
Total:	10

Objective: The development of research, analytical, and scientific skills through the independent and academic treatment of a specific topic – directly related to the teaching and learning outcomes of the course module.

**3. Final Exam Test – evaluated with 80 points (%) out of the possible 100 points (%):**

During the semester, two tests are planned ( $2 \times 40$  points (%)). The purpose of the exam is to assess the student's knowledge, skills, abilities, and competencies in relation to the intended learning outcomes covered in the course material. The exam (questionnaire form) must be completed individually by the student and will be evaluated according to the following criteria:

- Objective questions (multiple-choice alternatives) – used to assess the student's ability to recall and recognize concepts and course material .....**40 points (%)**
- Subjective questions (essay-type/explanatory/written tasks) – where the student must provide answers related to the course material. These responses will be used to evaluate the student's understanding and ability to apply acquired knowledge in analysis, synthesis, and problem evaluation ..... **40 points (%)**

Objective of the test: To evaluate the acquisition of learning outcomes and the ability to apply them in practical situations.

**The student passes the course if they accumulate at least 50 points (%) from all the activities outlined in the assessment method.**

	<b>Grading at UShAF:</b> <table><tr><th>Grade</th><th>ECTS/Grade</th><th>Percentage (%)</th><th>Definitions / Grading Scale</th></tr><tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr><tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr><tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr><tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr><tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr><tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr></table>	Grade	ECTS/Grade	Percentage (%)	Definitions / Grading Scale	10	A	90 - 100	Excellent	9	B	80 - 89	Excellent	8	C	70 - 79	Very good	7	D	60 - 69	Good	6	E	50 - 59	Sufficient	5	FX/F	0 - 49	Insufficient
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<b>Teaching and Learning Tools</b>	Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, as well as the use of online platforms and tools to support communication and teamwork collaboration, etc.																												
<b>Ratio between Theoretical and Practical Study</b>	<p>70% – Theory, 30% – Exercises/Practical Assignments</p> <p>This ratio aims to analyze the connection between the theoretical knowledge acquired during the scheduled lectures of the course module and the implementation of practical exercises (practical visits, student exercises, in-class quizzes, etc.).</p> <p>Out of a total of 125 hours foreseen for the course, the division is made according to the ratio 70% focused on theory and 30% on exercises/practical assignments:</p> <ul style="list-style-type: none"><li>• 87.5 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies, and standards provided in the course module.</li><li>• 37.5 hours are focused on exercises/practical assignments, analysis of concrete case studies, group work, and the development of simulation projects.</li></ul> <p>Distribution of 5 ECTS according to the 70%-30% ratio:</p> <ul style="list-style-type: none"><li>➤ 3.5 ECTS – dedicated to the theoretical component</li><li>➤ 1.5 ECTS – dedicated to the practical exercises/assignments</li></ul> <p>This division reflects the balance between the acquisition of fundamental concepts and their application through practical activities</p>																												
<b>Literature</b>																													
<b>Basic literature</b>	<ol style="list-style-type: none"><li>1. Frank V. Cespedes, 2021, Sales Management That Works: How to Sell in a World that Never Stops Changing, HARVARD BUSINESS REVIEW PRESS, Boston, Massachusetts,,</li><li>2. Arta Jashari Goga- Menaxhimi i shtijes, 2025, (Ligjëratë e autorizuar),</li></ol>																												
<b>Additional literature</b>	<ol style="list-style-type: none"><li>1. David Meerman Scot – “The new rules of marketing and PR” (in eng) “Rregullat e reja te Marketingut dhe PR-i” (shq), përkthim ne shqip Leonard Boduri, Shtëpia Botuese: Living, Tirane 2021,</li><li>2. Jobber, David, 2019, Selling and Sales Management, 11th Edition, Perason,</li></ol>																												
<b><u>Additional Information – Scientific Paper by the Course Lecturer</u></b>	<p>*Research paper - authors : Sokol Krasniqi, Arta Jashari, Ismail Mehmeti</p> <p>Title – Management perception of the determinants that influence SMEs performance: evidence from Kosovo.</p> <p>Published in scientific journal: Journal of Liberty and International Affairs,</p>																												

	<p>Vol.8, No.3, 2022.</p> <p>Linku:</p> <p><a href="https://www.researchgate.net/publication/366009942_MANAGEMENT'S_PERCEPTION_OF_THE_DETERMINANTS_THAT_INFLUENCE_SMEs_PERFORMANCE_EVIDENCE_FROM_KOSOVO#fullTextFileContent">https://www.researchgate.net/publication/366009942_MANAGEMENT'S_PERCEPTION_OF_THE_DETERMINANTS_THAT_INFLUENCE_SMEs_PERFORMANCE_EVIDENCE_FROM_KOSOVO#fullTextFileContent</a></p>
<b>Designed Teaching Plan</b>	
<b>Weeks</b>	<b>Lecture Schedule / Topics to be Covered”.</b>
<b>First week</b>	<p><b>Presentation</b> – Introducing students to the course syllabus,</p> <p>Discussion with students about the course, literature, supplementary materials, and planned activities during lectures, as well as collecting feedback from students, etc.</p> <p>Introduction to the Course – Basic concepts of sales and its importance in business</p> <p>The role of sales in business and economic development</p> <p>Types of sales (personal sales, institutional sales, B2B, B2C)</p> <p>Expected Learning Outcomes: 1 and 5</p>
<b>Second week</b>	<p><b>The Sales Process</b></p> <p>Main stages from initial contact to closing the deal; identifying sales opportunities. Contacting and building relationships with clients</p> <p>Explanation of the stages: preparation, presentation, handling objections, closing the deal.</p> <p>Expected Learning Outcome: 1</p>
<b>Third week</b>	<p><b>Consumer Behavior and Its Impact on Sales Strategies</b></p> <p>Factors influencing the buying decision (psychological, cultural, economic)</p> <p>Consumer decision-making models. Adapting sales strategies according to consumer profiles.</p> <p>Expected Learning Outcomes: 1 and 4</p>
<b>Fourth week</b>	<p><b>Communication and Presentation Techniques in Sales</b></p> <p>Verbal and non-verbal skills in sales. Preparation and delivery of a persuasive presentation. The role of active listening and open-ended questions.</p> <p>Expected Learning Outcomes: 1 and 4</p>
<b>Fifth week</b>	<p><b>Negotiation and Customer Relationship Management</b></p> <p>Basic principles of negotiation and win-win strategies. Handling customer objections. Managing long-term relationships (customer loyalty)</p> <p>Expected Learning Outcome: 5</p>
<b>Sixth week</b>	<p><b>Organization and Management of the Sales Force – Structures and Roles</b></p> <p>Organizational structure of the sales force. Role of the sales manager</p> <p>Selection, training, and development of sales staff</p> <p>Expected Learning Outcome: 2</p>
<b>Seventh week</b>	<b>Test 1</b> – Summary of Chapters 1–6
<b>Eighth week</b>	<b>Motivation and Performance Evaluation of the Sales Team</b>

	<p>Motivation theories and their application in sales. Reward and bonus systems. Measurement and analysis of individual and team performance Expected Learning Outcome: 3</p>
<b>Ninth week</b>	<p><b>Sales Strategies and Territory/Market Planning</b></p> <p>Sales strategies for different products. Market segmentation and customer targeting. Territory planning and resource allocation Expected Learning Outcome: 3.</p>
<b>Tenth week</b>	<p><b>Sales in the Context of Digital Marketing and the Use of Online Platforms</b></p> <p>Use of digital technologies and online platforms in sales. E-commerce and digital marketing. New sales channels and their impact on sales management Expected Learning Outcomes: 3 and 5</p>
<b>Eleventh week</b>	<p><b>Impact of Artificial Intelligence and CRM (Customer Relationship Management) on Sales</b></p> <p>Use of Artificial Intelligence in analyzing consumer behavior. Automation of sales processes. CRM systems as a tool for building long-term relationships. Expected Learning Outcome: 5</p>
<b>Twelfth week</b>	<p><b>Ethics in Sales and Building Long-Term Customer Trust</b></p> <p>Ethical principles in communication and negotiation. Transparency and integrity in sales. The role of trust in long-term customer relationships Expected Learning Outcomes: 3 and 4</p>
<b>Thirteenth week</b>	<p><b>Case Studies – Successful and Unsuccessful Practices in Sales Management</b></p> <p>Analysis of successful sales cases. Examples of failures in sales management and lessons learned. Group discussions and analysis Expected Learning Outcomes: 3 and 5</p>
<b>Fourteenth week</b>	<b>Test 2 – Summary of Chapters 8–13</b>
<b>Fifteenth week</b>	<p><b>Student Presentations</b></p> <p>Practical project on sales planning or managing a sales situation Expected Learning Outcome: 6</p>
<b>Academic Policies and Code of Conduct</b>	
<p>The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.</p>	