

# COURSE OUTLINE

COURSE TITLE	<b>SALES FORCE MANAGEMENT</b>	CODE:
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YEAR OF STUDY	SEMESTER	COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)	<b>C</b>
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NUMBER OF HOURS PER WEEK				TOTAL NUMBER OF HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS	CREDITS	TYPE OF ASSESSMENT (MT-MID-TERM, O-ORAL EXAM, M-MIXED)	LANGUAGE OF TEACHING
C	S	L	Pr.					
2	1			42	94	5	M	EN

COURSE COORDINATOR	ACADEMIC TITLE, FIRST NAME, LAST NAME	DEPARTMENT
	ASSISTANT PROFESSOR, PH D, <b>TUDOR JIJIE</b>	BUSINESS ADMINISTRATION

PREREQUISITE COURSES	-
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COURSE OBJECTIVES	<p>Main objective: a broad vision concerning sales force management concepts.</p> <hr/> <p>SPECIFIC OBJECTIVES: <u>KNOWLEDGE</u>, <u>ABILITIES</u> AND/OR <u>COMPETENCIES</u></p> <p>i) <u>Cognitive competencies (knowledge)</u> <i>Sales plan realization:</i></p> <p>ii) <u>Functional competencies</u> (abilities and competencies: applying knowledge to a particular context)</p> <ul style="list-style-type: none"> <li>- relationship abilities</li> <li>- working with numbers abilities</li> <li>- informatics abilities</li> </ul> <p>iii) <u>Personal competencies</u></p> <ul style="list-style-type: none"> <li>- managing sales</li> </ul> <p>iv) <u>General competencies</u></p> <ul style="list-style-type: none"> <li>- Planning, training and controlling sales force.</li> </ul>
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COURSE OUTLINE	NAME OF CHAPTER/ TOPIC	No. of hours
	1. Introductory	2
	2. Factors with influence to sales planning	2
	3. Organizing the sale force	6
	4. Quota planning	2
	5. A sales performance model	6
	6. Recruiting and selecting the sale force	2
	7. Training the sale force	2
	8. Motivating the sale force	2
	9. Incentive politics in sales management	2
SEMINAR/LAB TOPICS	1. Relationship softs 2. Team Building 3. Sales techniques 4. Sales accounting 5. Goldmine 6. Sales plan	
TEACHING METHODS	- Power Point lectures - Training style seminars	

BIBLIOGRAPHY	Jijie T, "Sales force management"; Churchill G, "Sales force management"; Stewart G, "Succesul în managementul vânzărilor"; Donaldson B, "Sales force Management".
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ASSESSMENT	TERMS	- Working with numbers abilities – minimum of 5 - informatics abilities – minimum of 5 - realtionship abilities – minimum of 5
	CRITERIA	- demand estimation error; - sales accounting accuracy; - target accomplishment; - output soft Goldmine
	TYPES	- sales plan; - sales plan presentation; - final exam.
	FINAL GRADE FORMULA	<b>FINAL GRADE = 40% * SALES PLAN + 20% * PLAN PRESENTATION + 40% * FINAL EXAM</b>