



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Sales management

<b>Course Code:</b>	IEGC01
<b>Course Title:</b>	Sales management <i>Sales management</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

**Major Field of Study:**  
IEA (Industrial Management)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2019-03-01, and is valid from the Autumn semester 2019 at Karlstad University.

### Prerequisites

At least 60 ECTS credits in the Master of Science in Industrial Engineering and Management Programme (TACIE), including the courses IEGA06 Industrial Organisation (7.5 ECTS credits) and IEGA07 Industrial Management Accounting (7.5 ECTS credits), plus registration on the courses IEGA05 Industrial Marketing (7.5 ECTS credits) and IEGA09 Corporate Finance (7.5 ECTS credits)

### Learning Outcomes

Upon completion of the course, students should be able to:

- describe and explain the strategic importance of sales management,
- describe, define, and explain goals and objectives in sales management,
- describe different sales situations,
- use and explain theories of sales management and the role of the salesperson,

- describe, explain, and evaluate sales functions, sales techniques, and sales processes,
- use, produce, explain, assess, and evaluate sales forecasts and results analyses,
- describe, assess, and categorise the organisation and control of sales organisations,
- give an account of, apply, and reflect upon CRM (customer relationship management) in sales management, and
- identify, assess, and evaluate legal and ethical problems related to sales and sales management.

### **Content**

The strategic importance of sales management is described and discussed in the course, as well as the goals, objectives, techniques, and processes of sales management. There is a focus on central theories, concepts, methods, and models in sales management and how these are used both in research and in practice to describe, categorise, and analyse how companies manage and work with sales. Examples of topics covered are common sales strategies, techniques, and processes, as well as legal and ethical concerns relevant for different types of sales/customer relations, such as for instance relations based on transactions, consulting, and co-creation. There is particular emphasis on the significance of sales management for the turnover and customer relations of a company, and how sales management can contribute to value creation in the interaction between a company and its customers.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral individual and group assignments, presented and discussed in mandatory seminars.

If students have a decision from Karlstad University entitling them to special pedagogical support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades 5 (Pass with Distinction), 4 (Pass with Some Distinction), 3 (Pass), U (Fail) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.