COURSE DESCRIPTION

Students will be exposed to the responsibilities of a sales manager and the strategic role of Sales within the organization. The course is designed to teach students how to formulate, implement, and evaluate a sales program. The focus of the course is on the management of a sales program and salespeople. A combination of lectures, cases and class discussions will be utilized. The focus of the course is on the management of a sales program and salespeople, not on personal selling.

COURSE MATERIALS

Required Text:
Sales Management Analysis and Decision Making, 8th Edition ME Sharpe
ISBN: 780765-626400

LEARNING GOALS AND OBJECTIVES

By the end of the course, successful students should be able to:

1. Explain the strategic role of sales in different business strategies.
2. Develop Sales Forecasts using objective and subjective methods.
3. Design sales territories.
4. Explain the processes by which to hire, train, motivate and evaluate sales personnel.
Assess the Sales Organization using the Sales Auditing process.

Course Requirements:

| Class participation/Attendance | 10% |
| Class Presentation             | 50% |
| Two cases                      | 20% |
| Two Quiz’s                     | 20% |
Course Schedule:

Week 1     Sep 4     Chapter 1       Introduction- Including Syllabus
        Changing World of Sales Management

Week 2     Sep 11   Chapter 2       Overview of Personal selling

Week 3     Sep 18   Chapter 3     Organizational strategies and the Sales Function

Week 4    Sep 25    Chapter 4       Sales Organizational structure and Sales Force
        Deployment

Week 5   Oct 2        Chapter 5     Acquiring Sales Talent: Recruitment and Selection

Week 6   Oct 9        Case 4       Spectrum Page 323

Week 7   Oct 16     Class time for presentation meeting

Week 8   Oct 23     Chapter 6 Continual Development of the sales force.

Week 9   Oct 30     Chapter 7 Sales Leadership, Management, and supervision

Week 10   Nov 6     Chapter 8 Motivation and Reward System Management

Week 11    Nov 13  Chapter 9 evaluating the effectiveness of the organization

Week 12   Nov 20    Biomed Co Ltd. Page 337

Week 13   Nov 27    Chapter 10

Week 14 Dec 4     Class Project presentation

Week 15    Dec 11  Class Presentations ( If necessary)
Class Participation/Attendance: (10%)

You will be expected and encouraged throughout the semester. Participation in class enriches the learning experience for everyone. You are encouraged to ask questions and make comments to enhance the class, within the limits that class size and time allows. Active participation may help your grade. Attendance alone is not considered active participation.

Case Studies:

(2@ 10% each) You and will prepare two cases to present your findings and conclusions to the class for open dialogue. The use of power points is preferred. You will hand it a summary of the case in less than 4 page summary which must include: a brief description of the case, a summary of the problems, analysis of the possible solutions, and a recommendation of the course of action and defend the decision.

Major Project: Training Video (10 minutes in length)  (50%)

The purpose of this project is to enhance your learning and teaching method when it comes to your subordinates. Sales, is a relationship business and also includes many disciplines that are learned. In order to be a good manager you must know the subject matter that you will be using. So in that respect, I want a team of no more than 4 students to create a training video of no more than 10 minutes in length that will teach and enhance your employee’s effectiveness. This can be done using real interviews with people knowledgeable expertise in the subject matter that you can use as a validation for your thesis. For example:

Sales Organization Structure
Developing a workable Sales forecast
Recruiting the Best Sales people
Importance of training your sales force
Motivation/Recognition Programs
Evaluating Sales Force Performance

You will prepare a training manual along with a 10-minute training video to present to the class for their evaluation. You will be judged on originality, creativity, clarity, learning effectiveness and style. Each team will be showing their video in class and explaining the rationale for how and why it was made the way it was presented.

Quizzes: (2@ 10%)
Spot quiz on different chapters covered. 10 Questions each.
Educational Dimensions of the Rutgers University Business School Learning Goals
Supported by the Course:

1) Communication Skills Learning Goal: Students graduating with a BS degree will be able to effectively communicate business concepts orally and in writing. In this course you will be required to present business concepts orally.

2) Critical Thinking Skills Learning Goal: Students graduating with a BS degree will be able to critically evaluate, analyze and interpret information to solve problems and make business decisions. In this course the presentation assignment will require you to review a current article in the business literature and explain which marketing principles, concepts; theories, etc. are reflected within the article.

3) Ethics Learning Goal: Students graduating with a BS degree will be able to understand and evaluate ethical issues and situations to make business decisions. This course will address ethical issues in marketing.

4) Multicultural and Diversity Learning Goal: Students graduating with a BS degree will develop an awareness and understanding of the cultural issues that impact business operations in a global society.

Grading System

The points earned from the tests and assignments will be totaled and compared to the following standard to determine your final grade.

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<th>Grade</th>
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