|  |  |  |
| --- | --- | --- |
| **Approved Date:**  |  | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2023/2024 |

**Course Information**

|  |  |  |
| --- | --- | --- |
| **Prerequisite**  | **Course Title** | **Course No.**  |
| **---** | **Sales Management** | **0350211** |
| **Room No.** | **Class Time** | **Course Type** |
| **Blended** | **08:15- 09:05** |  Univirsity Requirement  Fuclty Requirement Major Requirement  Elective  Compulsory |

**Instructure Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| aaloqool@philadelphia.edu.jo | Saturday- Tuesday10:00 - 13:00 | 2282 | 32421 | Dr. Abdalrazzaq Aloqool |

**Course Delivery Method**

|  |
| --- |
|  **Blended Online Physical**  |
| **Learning Model** |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **70%** | **30%** | **--** |

**Course Description**

|  |
| --- |
| This course is considered as selling in glance. The course aims to familiarize students with the basic concepts, techniques, and strategies of selling and sales management. Particularly, it introduces several varied topics including; selling strategies, planning, designing and developing the sales force, and managing and evaluating sales practices. |

**Course Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **Corresponding Program Outcomes**  | **Outcome** | **Number** |
| **Knowledge**  |
| **Kp1** | Elaborate the nature of personal selling and sales management and how it is related to marketing | **K1** |
| **Kp1** | Identify the key roles and functions of sales managers | **K2** |
| **Kp2** | Understand the aspects of personal selling process | **K3** |
| **Kp3** | Analyze the best practices in sales mangement that lead to exceeding customer expectations | **K4** |
| **Skills**  |
| **Sp1** | Communicating effectively in all forms, written, visual and oral for sales plans and activities. | **S1** |
| **Sp2** | Eemploy digital skills, using different software applications to visually analyze and present Sales data. | **S2** |
| **Competencies** |
| **Cp2** | Developing competenceies in learning and improving selling practices for several fields. | **C1** |
| **Cp3** | Perform effectively on teamwork and display interpersonal skills in applying sales management principles. | **C2** |

**Learning Resources**

|  |  |
| --- | --- |
| * Jobber, Lancaster & Meunier-Fitzhugh. (2019). Selling and Sales Management. (11th edition). Pearson
 | **Course Textbook** |
| * Tanner, J., Honeycutt, E. D., Erffmeyer, R., & Honeycutt, E. D. (2014). Sales management. Pearson Education Limited.‏
* زاهد عبد الحميد السامرائي، سمير عبد الرزاق العبدلي 2011. ادارة المبيعات و البيع الالكتروني . اثراء للنشر و التوزيع
 | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)<http://library.philadelphia.edu.jo/ST_EN.htm><https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites**  |
|  **Classroom**  **laboratory Learning Platform Other**  | **Teaching Environment**  |

**Meetings and Subjects Time Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| Syllabus | * Introduce the instructor
* Meet students
* Class ground rules
* Syllabus introduction
 | Orientation | Course introduction | **1** |
| * Chapter 1
 | * Read chapter
* Video
* Homework 1
 | * Lecture
* Collaborative learning
 | The role of selling:* Nature and role of selling
* Types of selling
 | **2** |
| * Chapter 1
 | * Read chapter
 | * Lecture
 | The role of selling:* Nature of sales management
* Sales and marketing orientation
 | **3** |
| * Chapter 4
 | * Read chapter
* Video
 | * Lecture
 | Consumer and Organisational buyer behavior * Understand the different motivations of consumer and organizational buyers
 | **4** |
| * Chapter 4
 | * Read chapter
* Video
 | * Lecture
 | Consumer and Organisational buyer behavior * Organizational buyer behavior
 | **5** |
| * Chapter 7
 | * Read chapter
* Group Discussion
 | * Lecture
* Collaborative learning
 | Sales responsibilities and preparation * Sales responsibilities
* Customers database
 | **6** |
| * Chapter 7
 | * Read chapter
* Discussion
 | * Lecture
* Problem solving based learning.
 | Sales responsibilities and preparation * The selling process
* Preparation for sales negotiations
 | **7** |
| * Chapter 8
 | * Read chapter
* Video
 | * Lecture
* Problem solving based learning.Flipped class
 | Personal selling skills* Personal selling process
* Dealing with objections
* New techniques in selling
 | **8.a** |
| Mid-term Exam | **8.b** |
| * Chapter 14
 | * Read chapter
* Moc-prsentation
* Peer review
 | * Lecture
* Collaborative learning
 | Motivation and training* Motivation
* leadership
* training
 | **9** |
| * Chapter 15
 | * Read chapter
* Discussion
* One minute paper
 | * Lecture
* Collaborative learning
 | Structuring the sales force and rewards:* Orgnization structure.
* Number of salespeople
* Sales territories
 | **10** |
| * Chapter 15
 | * Read chapter
* Discussion
* One minute paper
 | * Lecture
* Collaborative learning
 | Structuring the sales force and rewards:* Orgnization structure.
* Number of salespeople
* Sales territories
 | **11** |
| * Chapter 17
* Research Article
 | * Read chapter
* Discussion
* Video
 | * Lecture
* Collaborative learning
 | Sales force evaluation:* Setting standards
* Gathering information
* Measuring performance
 | **12** |
| * Chapter 17
* Research Article
 | * Read chapter
* Discussion
 | * Lecture
* Collaborative learning
 | Sales force evaluation:* Setting standards
* Gathering information
* Measuring oerformance
 | **14** |
| * Students’ research
 | * Presentations
 | * Project based learning
 | Group Presentation | **15** |
| **Final Exam** | **16** |

\*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

**Course Contributing to Learner Skill Development**

|  |
| --- |
| **Using Technology**  |
| * Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations.
* Students will use the internet search engines to capture needed data and information to perform their assignments.
* Students will use the electronic email for submitting the required documents.
 |
| **Communication Skills**  |
| * Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations.
* Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
 |
| **Application of Concept Learnt**  |
| * Students will reflect on the acquired knowledge of management concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)
 |

**Assessment Methods and Grade Distribution**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Outcomes** **to be Assessed** | **Assessment Time****(Week No.)** | **Grade** | **Assessment Methods** |
| **K1, K2, K3, K4** | **8th week** | **30 %** | **Mid Term Exam** |
| **S1, S2****C1, C2** | **Continuous:*** Home Work (10%)/ Week 4
* Reports and Assignments

(10%)/ Week 11* Presntation (10%)**/** Week 15
 | **30 %** | **Term Works\*** |
| **K1, K2, K3,K4,****S1, C2** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

 \* Include: quizzes, in-class and out of class assignment, presentations, reports,

 videotaped assignment, group or individual project.

**Alignment of Course Outcomes with Learning and Assessment Methods**

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment Method\*\***  | **Learning Method\*** | **Learning Outcomes** | **Number**  |
|  **Knowledge** |
| * Exam
* In-class Activities
* Assignment
 | * Lecture
* Collaborative learning
* Flipped class
 | Elaborate the nature of personal selling and sales management and how it is related to marketing | **K1** |
| * Exam
* In-class Activities
 | * Lecture
* Collaborative learning
* Problem solving based learning.
 | Identify the key roles and functions of sales managers | **K2** |
| * Exam
* In-class Activities
 | * Lecture
* Collaborative learning
* Problem solving based learning.
 | Understand the aspects of personal selling process | **K3** |
| * Exam
* In-class Activities
 | * Lecture
* Collaborative learning
* Flipped class
 | Analyze the best practices in sales mangement that lead to exceeding customer expectations | **K4** |
|  **Skills**  |
| * Exam
* Home Work
* Reports and Assignments
* Presntation
 | * Collaborative learning
* Project based learning
 | Communicating effectively in all forms, written, visual and oral for sales plans and activities. | **S1** |
| * Home Work
* Reports and Assignments
* Presntation
 | * Collaborative learning
* Project based learning
 | Eemploy digital skills, using different software applications to visually analyze and present Sales data. | **S2** |
|  **Competencies** |
| * Home Work
* Reports and Assignments
* Presntation
 | * Flipped class
* Project based learning
 | Developing competenceies in learning and improving selling practices for several fields. | **C1** |
| * Exam
* Home Work
* Reports and Assignments
* Presntation
 | * Flipped class
* Project based learning
 | Perform effectively on teamwork and display interpersonal skills in applying the sales management principles. | **C2** |

 \*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

**Course Polices**

|  |  |
| --- | --- |
|  **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark.
* Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse’s disappearance, and in this case, the subject teacher must hold a compensation exam for the student.
* Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
 | **Missing Exams** |
| The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it. | **Attendance** |
| Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Description of Program learning Outcomes Assessment Method**

|  |  |
| --- | --- |
| **Detailed Description of Assessment** | **Number** |
|  |  |
|  |  |
|  |  |
|  |  |

**Assessment Rubric of the Program Learning Outcomes**

|  |
| --- |
|  |