



# Lincoln University

## BA 256 – Sales Management

### COURSE SYLLABUS

Spring, 2022

- Instructor:** Prof. Arthur Ashurov, Ph.D.  
**Lecture Schedule:** Monday, 9:00 PM – 11:45 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Advanced (Adv)  
**Office Hours:** Wednesday, 11:15 AM – 12:15 PM  
E-mail: ashurov@lincolnuca.edu  
Phone: (510) 628-8010  
**Textbooks:** Sales Management. Shaping Future Sales Leaders, J. Tanner, E. Honeycutt, R. Erffmeyer, 2014, 2nd Edition  
ISBN-10: 0-9897013-5-2, ISBN-13: 978-0-9897013-5-8  
**Last Revision:** 01/05/22

### CATALOG DESCRIPTION

This course emphasizes the vital role that field sales work has in our economy, society, and culture. It stresses and examines, moreover, the sales manager's unique and difficult responsibilities, along with the decision-making methods and tools employed in the effective management of the sales force as part of firms' promotional strategy. (3 units)

*Prerequisite: BA 150*

### EDUCATIONAL OBJECTIVES

The course stresses the positive, valuable, and crucial role that field sales work plays for our culture, society, and economy. The student will acquire an appreciation of the task of the salesperson, and will be fully informed of the nature of the sales manager's responsibilities, the kinds of problems encountered in this wholly unique role, and the decision-making methods and tools to be employed in solving those problems.

1. To understand the concept of sales processes and sales leadership
2. To gain knowledge of analyzing customers and markets
3. To understand the process management and designing and developing the sales force.
4. To discuss the fundamentals of measurement, analysis, and sales knowledge management.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Understand the dynamics relating to sales function and multi-sales channels. Strategic planning, sales leadership, ethics and the law in business.	PLO 1	ILO 1a, ILO 2a	Participation in the in-class discussions; case studies; quizzes; midterm/final exams
2	Understand the ways of analyzing customers and markets, B2B sales, and customer relationship management.	PLO 3	ILO 2a, ILO 7a	Participation in the in-class discussions; case studies; quizzes; midterm/final exams
3	Demonstrate an ability to design and organize the sales force, recruiting and selecting the right salespeople, training and developing the sales force.	PLO 4	ILO 4a, ILO 5a, ILO 6a	Participation in the in-class discussions; case studies; quizzes; midterm/final exams
4	Understand how to supervise, manage, and lead salespeople individually and in teams. Setting goals and managing the sales force's performance.	PLO 4	ILO 4a, ILO 5a, ILO 6a	Participation in the in-class discussions; case studies; quizzes; midterm/final exams
5	Understand the role of measurement, analysis, and sales knowledge management. The ways of turning customer information into sales knowledge and assessing the performance of the sales force.	PLO 5	ILO 4a, ILO 5a	Participation in the in-class discussions; case studies; quizzes; midterm/final exams

**INSTRUCTIONAL METHODS**

*This is a direct classroom instruction course.*

The lecture method is employed extensively, but the instructor-student dialogue is a necessary aspect of the course and forms part of the final evaluation of each student.

All class members are expected to be acquainted with study materials as they are assigned.

The textbook, however, carries the main burden of presentation. Students are expected to read the textbook at a pace consistent with the schedule set forth on the last page of this syllabus.

Class time will be devoted to matters, issues, and problems raised in the reading or in activities intended either to illustrate those issues and subjects, or to extend them into actual experience. Classroom discussions, therefore, essentially supplement or complement the textbook's subjects,

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

and there is only a general connection maintained between topics covered in class and topics detailed in the textbook.

Each chapter's end provides terms, topics, vocabulary, and questions. Some of these will be assigned as homework as preparation for immediately succeeding classes.

Each student is expected to have these prepared as writings in notes, to aid in class discussions. Definitions should include examples.

Supplementary to the information in the textbook and the lectures-and-dialogue of the classroom, the literature relative to business operations is to be researched by the student. Supplementary instructions, covering selected sources or readings, will be provided, to guide the student's efforts in preparing required reports.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### ATTENDANCE

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

### DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

### GRADING

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

## TESTING

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

Students need to complete missing assignments and tests, or retake the course. No tuition is required for completing the course.

***Absolutely no makeup tests and projects are allowed.***

## OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language

***The instructor reserves the right to change this syllabus***

**COURSE SCHEDULE**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
Mo: 01/24	Orientation via Syllabus. Introduction to Sales Management Course Team Project Assignment.	Read Ch.1 Team Project Assignment
Mo: 01/31	Sales Function, Multi-Sales Channels, and Sales Executive	Ch. 2, 3
Mo: 02/07	Ethics, the Law, and Sales Leadership	Ch. 4 Case 1- reading and answering questions in writing
Mo: 02/14	B2B Sales and Customer Relationship Management	Ch. 5, 6
Mo: 02/21	NO CLASS	
Mo: 02/28	Designing and Organizing Sales Force	Ch. 7 Homework – Quiz 1. Answering questions in writing
Mo: 03/07	Recruiting and Selecting Sales People Midterm Exam Preview	Ch. 8
Mo: 03/14	<b>Midterm Exam (Chapters 1 – 8 )</b>	
Mo: 03/21	Midterm Exam Results Review. Training and Developing Sales Force. Supervising Salespeople	Ch. 9, 10
Mo: 03/28	Setting Goals and Managing Sales Force's Performance. Motivating Salespeople	Ch. 11, 12 Case 2 – reading and answering questions in writing
Mo: 04/04	Turning Customer Information into Sales Knowledge	Ch. 13
Mo: 04/11	Assessing Performance of Sales Force	Ch. 14
Mo: 04/18	Transforming for Future: Cultural Force	Ch. 15
Mo: 04/25	Team Project Presentation;	
Mo: 05/02	Team Project Presentation; Final Exam Preview	
Mo: 05/09	<b>Final Exam</b>	

***NOTE: This schedule can be changed if needed***