



Lincoln University

BA 374 – Sales Management

COURSE SYLLABUS

Fall, 2025

Instructor: Prof. Arthur Ashurov, Ph.D.
Lecture Schedule: Thursday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Thursday, 11:30 AM – 12:30 PM – by appointment
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Textbooks: Sales Management. Shaping Future Sales Leaders. L.M Davis, A.L. Dixon, R.C. Erffmeyer, E.D. Honeycutt, E.C. Tanner, J.F. Tanner Jr., 2022, 3rd Edition
ISBN: 978-1-7377664-7-6 (hardcover)
ISBN: 978-1-7377664-8-3 (softcover)
Last Revision: 08/23/24

CATALOG DESCRIPTION

This course provides an in-depth understanding of the sales processes. Addresses time and territory management, target creation, motivation, compensation, training, budgeting, and the evaluation of selling efforts. Emphasis is on the integration of sales function into the organization's strategic planning processes. (3 units)

Prerequisite: BA 304

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 of management, designing and developing sales force.
4. To discuss the fundamentals of measurement, analysis, and sales knowledge management.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
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 1b, ILO 2b	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 2b, ILO 7b	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 4b, ILO 5b, ILO 6b	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 4b, ILO 5b, ILO 6b	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 4b, ILO 5b	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,

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

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 by 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 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.

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 **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 except for breaks. **Students are not allowed to come and go during class sessions.**
- If you miss a class, you are responsible for getting from a classmate notes/slide printouts on the material covered in class.
- 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 it be lewd or foul language.

The instructor reserves the right to change this syllabus

COURSE SCHEDULE

Date	Focus of Discussion	Homework Assignment
Th: 08/28	Orientation via Syllabus. Introduction to Sales Management Course Team Project Assignment.	Read Ch.1 Team Project Assignment
Th: 09/04	The Role of Salespeople, Multi-Sales Channels. Leadership Development	Ch. 2, 3
Th: 09/11	Recruiting and Selecting the Right Salespeople	Ch. 4 Case 1- reading and answering questions in writing
Th: 09/18	Training and Developing the Salesforce.	Ch. 5
Th: 09/25	Supervising and Managing Salesforce	Ch. 6
Th: 10/02	Leading Salespeople Individually and in Teams. Setting Goals.	Ch. 6, 7 Homework – Quiz 1. Answering questions in writing
Th: 10/09	Managing the Performance of the Salesforce Midterm Exam Preview	Ch. 7
Th: 10/16	Midterm Exam (Chapters 1 – 7)	
Th: 10/23	Midterm Exam Results Review. Motivating and Rewarding Salespeople	Ch. 8
Th: 10/30	Ethics, the Law, and Sales Leadership	Ch. 9 Case 2 – reading and answering questions in writing
Th: 11/06	Managing Sales Technology and Sales	Ch. 10
Th: 11/13	Turning Customer Information into Sales Strategy. Designing and Organizing the Salesforce	Ch. 11, 12
Th: 11/20	Assessing the Salesforce's Performance. Leveraging Culture as a Sales Leader	Ch. 13, 14
Th: 11/27	FALL RECESS	
Th: 12/04	Team Project Presentation. Final Exam Preview	
Th: 12/11	Final Exam (Chapters 8-14)	

NOTE: This schedule can be changed if needed