

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT “INDUSTRIAL BUSINESS AND LOGISTICS”

Adopted by the FC (record №/ date): №9/23.04.2020

Adopted by the DC (record №/ date): №7/27.02.2020

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: “SALES MANAGEMENT AND LOGISTICS”;

DEGREE PROGRAMME: “BUSINESS AND MANAGEMENT (IN ENGLISH)”;

BACHELOR’S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 210 h.; incl. curricular 75 h.

CREDITS: 7

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

| <i>TYPE OF STUDY HOURS</i> | WORKLOAD, h. | TEACHING HOURS PER WEEK, h |
|-----------------------------|---------------------|-----------------------------------|
| CURRICULAR: | | |
| incl. | | |
| • LECTURES | 45 | 3 |
| • SEMINARS (lab. exercises) | 30 | 2 |
| EXTRACURRICULAR | 135 | - |

Prepared by:

1.
(Assoc. Prof. Silviya Blagoeva, PhD)

2.
(Assoc. Prof. Michal Stojanov, PhD)

Head of department:
“Industrial business and logistics” (Assoc. Prof. Yordan Ivanov, PhD)

I. ANNOTATION

The purpose of the course is to build students' theoretical knowledge in sales management and sales logistics. The curriculum examines sales management as part of the meaning and purpose of each business unit in a market economy, expresses the marketing of the business enterprise and emphasizes the place and role of the sales function in the management of the enterprise, the specificity and technology of the types of sales, the stimulation of sales, and etc. It includes definition and determination of the scope of sales logistics, examines in details its elements as well as its specifications in domestic and international environment.

The discipline forms practical skills in personal selling techniques, setting sales goals and quotas, defining and following appropriate decisions in regards to the logistics processes. The content of the course provides an introduction to the peculiarities of information management in sales, commercial software for sales management and merchandising in business.

II. THEMATIC CONTENT

| No. | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|---|--|-----------------|---|------|
| | | L | S | L.E. |
| UNIT 1. INTRODUCTION TO SALES MANAGEMENT | | 4 | 2 | |
| 1.1. | The nature, place and role of the sales function in the enterprise | | | |
| 1.2. | Classifications of sales and sales situations | | | |
| 1.3. | Defining sales goals and objectives | | | |
| 1.4. | Nature, importance, types of quotas and procedures for determining quotas | | | |
| UNIT 2. STAGES AND TECHNIQUES IN THE PERSONAL SALES PROCESS | | 6 | 4 | |
| 2.1. | Sales process and search for potential customers | | | |
| 2.2. | Preparing for sale and choosing a method of sales presentation | | | |
| 2.3. | Customer approach techniques and elements of sales presentation | | | |
| 2.4. | Detecting and responding to customer objections | | | |
| 2.5. | Selling and negotiation techniques | | | |
| 2.6. | Post-sale activities | | | |
| UNIT 3. MANAGING LINKS AND RELATIONSHIPS WITH CUSTOMERS | | 4 | 2 | |
| 3.1. | The essence of customer relationship management | | | |
| 3.2. | Sales and customer loyalty | | | |
| 3.3. | Ethics in sales | | | |
| UNIT 4. SALES ANALYSIS, PLANNING AND FORECASTING | | 6 | 6 | |
| 4.1. | Sales evaluation and analysis | | | |
| 4.2. | Sales planning | | | |
| 4.3. | Sales forecasting | | | |
| UNIT 5. CONTROL AND STIMULATION OF SALES | | 6 | 4 | |
| 5.1. | The essence of controlling sales | | | |
| 5.2. | Receiving and processing customer claims | | | |
| 5.3. | Nature and trends in sales promotion | | | |
| 5.4. | Merchandising - techniques for increasing sales of commodities in retail outlets | | | |
| UNIT 6. SALES MANAGEMENT INFORMATION BASIS | | 4 | 2 | |

| | | | | |
|---|---|-----------|-----------|--|
| 6.1. | Sales management information systems | | | |
| 6.2. | POS systems | | | |
| 6.3. | Essence, features and trends in the development of electronic sales | | | |
| UNIT 7. INTRODUCTION TO SALES LOGISTICS | | 3 | 2 | |
| 7.1. | Definition and scope of sales logistics | | | |
| 7.2. | Significance of sales logistics | | | |
| 7.3. | Objectives of sales logistics | | | |
| UNIT 8. ELEMENTS OF THE SALES LOGISTICS SYSTEM | | 5 | 3 | |
| 8.1. | Ordering process | | | |
| 8.2. | Warehousing | | | |
| 8.3. | Inventory Control | | | |
| 8.4. | Transportation | | | |
| 8.5. | Information monitoring | | | |
| 8.6. | Facilities | | | |
| UNIT 9. DOMESTIC SALES LOGISTICS | | 4 | 3 | |
| 9.1. | Definition and scope of the domestic sales logistics | | | |
| 9.2. | Elements of the domestic sales logistics. | | | |
| 9.3. | Challenges of the domestic sales logistics | | | |
| UNIT 10. INTERNATIONAL SALES LOGISTICS | | 3 | 2 | |
| 10.1 | Definition and scope of the International sales logistics | | | |
| 10.2. | Comparison between International and domestic sales logistics. | | | |
| 10.3. | Challenges of the International sales logistics | | | |
| Total: | | 45 | 30 | |

III. FORMS OF CONTROL:

| No. by row | TYPE AND FORM OF CONTROL | № | extra-curricular, h. |
|--|--|----------|----------------------|
| 1. | Midterm control | | |
| 1.1. | Literature review | 1 | 10 |
| 1.2. | Tests (with open, closed and / or mixed questions) | 3 | 45 |
| 1.3. | Course cases | 2 | 20 |
| Total midterm control: | | 6 | 75 |
| 2. | Final term control | | |
| 2.1. | Examination (test) | 1 | 60 |
| Total final term control: | | 1 | 60 |
| Total for all types of control: | | 7 | 135 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Ingram, T. N. (2005). SALES MANAGEMENT: ANALYSIS AND DECISION MAKING. *South-Western College Pub*; 6 Ed., ISBN: 0324321058, pages: 480.
2. Khan, M. (2012). SALES MANAGEMENT. New Delhi, *Lovely Professional University, Phagwara*, pages: 229.
3. Hunt, T.;Closs, D., Fryer,D.(2014). GLOBAL SUPPLY CHAIN MANAGEMENT, *Mc Grow Hill Education*, ISBN:9780071827430

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Stojanov, M. (2019). PROBLEMS AND REASONS THAT MAKE SHOPPING OVER THE INTERNET DIFFICULT. *Trakia Journal of Sciences*, 17(1), pp. 683-688.
2. Stojanov, M. (2009, November). Importance of customer relationship management for retail trade. In *The International Conference on Administration and Business, The faculty of Business and Administration University and Bucharest* pp. 779-784).
3. Stojanov, M. (2019). PROTECTION AGAINST FRAUD IN ELECTRONIC TRADE PAYMENTS. *Икономика 21 (Economics 21)*, 9(2 eng), pp. 48-66.
4. Stojanov, M. (2016). ATL, BTL AND TTL MARKETING SUPPORT OF THE SALES. *Journal L'Association 1901 "SEPIKE"*, 14, pp.140-145.
5. Stojanov, M. (2012). ON THE UNEXHAUSTED POTENTIAL OF CLASSICAL ADVERTISING MEDIA. *Икономика 21 (Economics 21)*, 2(2 eng), pp. 111-124.
6. Zhelyazkova, D & M. Stojanov (2008). ESSENCE, PLACE AND MEANING OF LOGISTIC CENTERS IN CONTEMPORARY ECONOMIC MAP OF THE REPUBLIC OF BULGARIA. *Journal Economy and Business*, 2 (1), 1001-1022

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