



FIȘA DISCIPLINEI

1. Date despre program

1.1 Instituția de învățământ superior	Universitatea “Alexandru Ioan Cuza” din Iași
1.2 Facultatea	Facultatea de Economie și Administrarea Afacerilor
1.3 Departamentul	Management, Marketing și Administrarea Afacerilor
1.4 Domeniul de studii	Business Administration
1.5 Ciclul de studii	Licență
1.6 Programul de studii / Calificarea	Business Administration

2. Date despre disciplină

2.1 Denumirea disciplinei	Managementul vânzărilor						
2.2 Titularul activităților de curs	Dumitru-Tudor JIJIE, Lect, PhD						
2.3 Titularul activităților de seminar	Dumitru-Tudor JIJIE, Lect, PhD						
2.4 Anul de studiu	3	2.5 Semestrul	5	2.6 Tipul de evaluare	E	2.7 Regimul disciplinei	OB

3. Timpul total estimat (ore pe semestru și activitățile didactice)

3.1 Număr de ore pe săptămână	4	din care: 3.2 curs	2	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	56	din care: 3.5 curs	28	3.6 seminar/laborator	28

Distribuția fondului de timp

Studiul după manual, suport de curs, bibliografie și altele	16
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren	16
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri	10
Tutoriat	
Examinări	2
Alte activități	0

3.7 Total ore studiu individual	44
3.8 Total ore pe semestru	100
3.9 Numărul de credite	4

4. Precondiții (acolo unde este cazul)

4.1 De curriculum	NA
4.2 De competențe	NA

5. Condiții (acolo unde este cazul)

5.1 De desfășurare a cursului	room with laptop, videoprojector, internet access / online plat...
5.2 De desfășurare a seminarului/laboratorului	room with laptop, videoprojector, internet access / online plat...

6. Competențe specifice acumulate

Competențe profesionale	<p>C1/C1.2 Understanding the proces of sales management, in-company simulation (0,5 credits);</p> <p>C2/C2.5 Developing relationship abilities and working with numbers abilities (0,5 credits);</p> <p>C3/C3.5 Making of business saleforce planning (1 credit)</p> <p>C4/C4.5 Understanding selling negotiations and influences (0,5 credits);</p> <p>C5/C5.5 Fulfilling contractual selling negotiation (1 credit)</p>
Competențe transversale	<p>CT2. Learning practical methods needed for effective workforce, negotiation and selling management and adapting own professional competences to economic dynamics (0.5 credits)</p>

7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

7.1 Obiectivul general	<p>Main objective: a broad vision concerning sales force management concepts.</p>
7.2 Obiectivele specifice	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand what planning, training and controlling sales force involves; <p>Developing a clear understanding of the sales force management.</p>

8. Conținuturi

8.1 Curs

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1.	Development and role of selling force management in marketing	Interactive course, presentation	2 hours (chap 1 from the course handouts)
2.	Personnel selling skills	Interactive course, heuristic conversation, problem solving method	2 hours (chap 2 from the course handouts)
3.	Sales settings and selling process	Interactive course, heuristic conversation, problem solving method	4 hours (chap 3 from the course handouts)
4.	Recruitment and selection	Interactive course, heuristic conversation, problem solving method	2 hours (chap 4 from the course handouts)
5.	Motivation and training	Interactive course, heuristic conversation, problem solving method	4 hours (chap 5 from the course handouts)
6.	Organisation and compensation	Interactive course, heuristic conversation, problem solving method	4 hours (chap 6 from the course handouts)
7.	Sales control	Interactive course, heuristic conversation, problem solving method	2 hours (chap 7 from the course book)
8.	Sales forecasting and budgeting	Interactive course, heuristic conversation, problem solving method	4 hours (chap 8 from the course book)
9.	Salesforce evaluation	Interactive course, heuristic conversation, problem solving method	2 hours (chap 9 from the course book)
10.	Revision	Interactive course, heuristic conversation, problem solving method	2 hours (chap 14 from the course book)

Bibliografie

Jobber, David Geoffrey Lancaster, *Selling and Sales Management*, Pearson Education Limited, 2018

Prutianu, Ștefan – *Tratat de comunicare și negociere în afaceri*, Polirom, 2008

Mark Johnston , Greg Marshall, *Sales Force Management*, Publisher: McGraw-Hill/Irwin, 2018

8.2 Seminar / Laborator

1	Development and role of selling force management in marketing	Interactive seminar, presentations	2 hours (chap 1 from the course handouts)
2	Personnel selling skills	Interactive seminar, heuristic conversation, case study	2 hours (chap 2 from the course handouts)
3	Sales settings and selling process	Interactive teaching methods, case study	4 hours (chap 3 from the course handouts)
4	Recruitment and selection	Interactive teaching methods, case study	2 hours (chap 4 from the course handouts)
5	Motivation and training	Interactive seminar, heuristic conversation, case study	4 hours (chap 5 from the course handouts)
6	Organisation and compensation	Interactive teaching methods, role play	4 hours (chap 6 from the course handouts)
7	Sales control	Interactive teaching methods, case study	2 hours (chap 7 from the course book)
8	Sales forecasting and budgeting	Interactive seminar, heuristic conversation, case study	4 hours (chap 8 from the course book)
9	Salesforce evaluation	Interactive teaching methods, case study	2 hours (chap 9 from the course book)
10	Revision	Interactive teaching methods, case study. Role Play	2 hours (chap 14 from the course book)

Bibliografie

Churchill, Ford, and Walker's Sales Force Management, Irwin McGraw-Hill, 2018

Mark Johnston , Greg Marshall, *Sales Force Management*, Publisher: McGraw-Hill/Irwin, 2018

9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

The course content is discussed prior to the start of the semester with representatives of local businesses who are potential employers of graduates of this program, as well as with students. We thus take into account the declared and perceived study needs, and tailor course content to them.

10. Evaluare

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Final written exam	60
10.5 Seminar/ Laboratory	Applied / practical knowledge.	Final project	40

10.6 Standard minim de performanță

at least 4,40 at the final written exam; at least 4,40 at the final grade.

Data completării

21.09.2020



Titular curs

Dumitru-Tudor JIJIE, Lect, PhD

Titular de seminar

Dumitru-Tudor JIJIE, Lect, PhD

Data avizării în Departament

21.09.2020

Director de Departament



Prof.univ.dr Valentin Niță

