

1. BASIC INFORMATION

Module	Sales management
Degree program	Máster Universitario en Dirección de Empresas MBA
School	Facultad de Ciencias Económicas, Empresariales y de la Comunicación
ECTS	6
Credit type	Mandatory
Language	English and Spanish
Delivery mode	Campus bases & online (only in Spanish)
Semester	Second semester
Academic course	2024/2025
Module Coordinator	Eduardo Correa
Teachers	Eduardo Correa, Jesús Ortego, Reyes Ávila, Jorge López-Cifre.

2. PRESENTATION

The objective of this module is to identify the commercial techniques applicable in different economic environments. To understand and apply the different business processes, types of commercial organization and management of sales channels, as well as highlight the importance of the sales function within the company. To know how to manage the sales team and its most important areas: selection, remuneration, motivation, control, etc. Throughout the module all the necessary concepts will be established for the correct development of these strategies and for the implementation of an effective Sales Plan.

3. LEARNING RESULTS

Knowledges

- KNO01. Explain how businesses are run, including planning, organizing, leading, and controlling an organization.
- KNO05. Recognize factors that affect a company's ethical and sustainable practices, including risks related to environmental and social impact, and efforts to minimize them.

Skills:

- SK01. Make decisions considering various internal and external business factors.
- SK04. Critically assess environmental, social, and governance risks affecting the company's future.
- SK05. Financially evaluate how macroeconomic factors impact the company's financial performance.
- SK06. Design optimal business management structures that are ethically sound and aligned with sustainable development goals.

Competencies:

- CP04. Perform a sector analysis, setting medium and long-term strategies for a specific sector.
- CP07. Understand and use strategic concepts and tools for business structuring and select the best strategic alternative for each market and company.
- CP08. Analyse and apply advanced operational business management tools aligned with strategic goals.
- CP09. Design plans for different areas (marketing, communication and sales, finance, production, human resources), using coordination criteria among them and aligned with the company's overall strategy.

4. CONTENTS

The subject is organized in the following learning units:

- Introduction to Commercial management: Sales function, sales process, sale types and customer knowledge.
- Sale in complex environments: Strategic sales and consultative sales.
- Sales organization: Planning and sizing, control and monitoring of commercial activity.
- Management of sales teams: selection, evaluation, motivation, remuneration, ethical aspects in sales.

Sales channels: Types of channels, distribution policies, logistical aspects, customer relationship and profitability.

5. TEACHING-LEARNING METHODOLOGIE

The following are the types of teaching-learning methodologies to be applied:

- Master class.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Project-based learning.
- Learning in simulation environment

6. TRAINING ACTIVITIES

The types of training activities to be carried out and the student's dedication in hours to each of them are identified below:

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Presential modality:

Training activity	Number of hours
Master classes	36
Debates and colloquiums	8
Case Analysis	4
Troubleshooting	20
Oral presentations of work	4
Preparation of reports and writings	15
Tutoring	8
Self-employment	25
Research and projects	28
Face-to-face assessment tests	2
TOTAL	150

Online modality (only in Spanish):

Training activities	Number of hours
Synchronous master classes	20
Reading content topics	28
Debates and colloquia through virtual seminars	3
Case analysis	4
Troubleshooting	20
Oral presentations of synchronous works	2
Preparation of reports and written assignments	15
Virtual tutoring	8
Autonomous work	20
Scientific/case studies and projects	9
Virtual forum	9
Group participatory activities (seminars, participation in online forums, etc.) through web conference	10

Virtual assessment tests	2
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Presential Modality:

Evaluation system	Weight
Oral presentations	20%
Case/problems	15%
Reports and writings	15%
Performance assessment	10%
Assessment test	40%

Online modality (only in Spanish):

Evaluation system	Weight
Oral presentations	15%
Case/problems	15%
Reports and writings	15%
Performance assessment	5%
Assessment test	50%

In the virtual campus, when you access the course, you will be able to consult in detail the evaluation activities to be performed, as well as the due dates and evaluation procedures for each of them.

7.1. Ordinary call

In order to pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 4.0 in the classroom knowledge test, so that it can be averaged with the rest of the activities.

For face-to-face students (presential modality), it is compulsory to attend classes as a necessary part of the continuous evaluation process and to comply with the student's right to receive advice, assistance and academic monitoring by the teacher. Failure to attend more than one third of the face-to-face classes may result in the loss of the right to take the presential knowledge test.

7.2. Extraordinary call

In order to pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 4.0 in the classroom knowledge test, so that it can be averaged with the rest of the activities.

The activities that were not passed in the ordinary exam must be handed in, after having received the corresponding corrections from the teacher, or those that were not handed in.

8. CHRONOGRAM

The chronogram with dates of delivery of evaluable activities of the course is available in each edition and group in the virtual campus.

Actividades evaluables	Fecha
Activity 1	4
Activity 2	8
Activity 3	10
Activity 4	12
Activity 5	14
Assessment test	16

This schedule may be subject to modifications due to logistical reasons. Any modification will be notified to the student in due time and form.

9. BIBLIOGRAPHY

UNIT 1 & 2.

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- del Valle, Mario (2019). Liderazgo en la Dirección Comercial: Técnica más talento igual a triunfo. EOBS.
- Piqueras Gómez de Albacete, César (2016). Supervendedor: Las técnicas más eficaces para multiplicar tus resultados comerciales. Profit Editorial.
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UNIT 3&4

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- Secret to Motivating Your Sales Team. <https://www.youtube.com/watch?v=gYFm-RLztRQ>. Pipeliner CRM.
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UNIT 5

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- Burg, Bob. (2015). Tu lista ilimitada de referidos: Crea una red de asociados y clientes con tus contactos cotidianos. Taller del Éxito.

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10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility in the different campuses of the university and equal opportunities.

This unit offers students

1. Accompaniment and monitoring by means of counselling and personalised plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, in terms of methodology and assessment, for those students with specific educational support needs, thereby pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop different competences that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and counselling for students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students who need educational support can write to us at: Students with specific educational support needs:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to detect strengths and areas for improvement about the faculty, the degree program and the teaching-learning process.

Surveys will be available in the survey area of your virtual campus or through your e-mail. Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.