

## 1. BASIC INFORMATION

Course	Commercial Management
Degree program	Global Bachelor's in Management and Entrepreneurship
School	Social Sciences
Year	Third
ECTS	6
Credit type	Mandatory
Language(s)	Spanish and English
Delivery mode	On-site
Semester	Second semester
Academic year	2025-2026
Coordinating professor	Nuria Alabau Tejada
Professor	Nuria Alabau Tejada

## 2. PRESENTATION

The course **Commercial Management** has as its main objective to train students to understand and effectively manage the commercial area of a company, integrating it with marketing and other key organizational functions. Through active methodologies such as the case method, problem-based learning, and field experiences, students will develop skills to analyze consumer behavior, design marketing strategies, and manage sales teams. Emphasis is placed on the use of analytical tools, decision-making based on objective data, and the development of critical thinking in complex scenarios. Additionally, adaptation to adverse situations, ethical commitment, and sensitivity to diversity are encouraged. The content covers everything from the role of commercial management and sales channels to the development and implementation of the commercial plan. Upon completion, the student will be capable of designing and implementing effective commercial strategies, motivating and leading teams, and contributing to business success with an integral, ethical, and customer-oriented vision.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### LEARNING OUTCOMES OF THE DEGREE

#### Skills

SK03. Ability to identify and understand the marketing area and the commercial area within a company, apply the various tools available for managing these areas, as well as understand the main relationships with other departments.

#### Competencies

CP11: Ability to understand and analyze consumer behavior: capacity to evaluate and predict

behaviors and trends among different audiences in which consumers are classified concerning a specific product or service, whether geographically, culturally, or in terms of population segments. CPT06. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential errors, based on evidence and objective data leading to effective and valid decision-making.

CPT07. Adapt to adverse, unexpected, and stressful situations, whether personal or professional, overcoming them and even turning them into opportunities for positive change.

CPT08. Demonstrate ethical behavior and social commitment in professional activities, as well as sensitivity to inequality and diversity.

## **LEARNING OUTCOMES**

- Understand the role of the commercial function within the company.
- Understand the basic operation of commercial distribution channels.
- Design the marketing system for a product or service.
- Manage, organize, control, and motivate commercial teams.
- Develop and implement a company's commercial plan.

## **4. CONTENT**

- The role of commercial management
- Characteristics and types of sales channels
- Marketing decisions
- Organization of the sales team
- Sales team management: control, recruitment, selection, motivation, and compensation
- Preparation of the sales plan

## **5. TEACHING-LEARNING METHODOLOGIES**

The types of teaching-learning methodologies used are indicated below:

- Lectures
- Case Method
- Cooperative Learning
- Problem-Based Learning (PBL)
- Project-Based Learning
- Field experiences (through visits to companies, institutions, etc.)
- Simulation environments

## **6. LEARNING ACTIVITIES**

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

#### Campus-based mode:

Learning activity	Number of hours
Masterclass	27h
Asynchronous lessons	13h
Independent student work	35h
Oral presentations	10h
Groupal tasks	5h
Tests	3h
Tutorships	12h
Projects	5h
<b>TOTAL</b>	<b>72h</b>

## 7. ASSESSMENT

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

#### Campus-based mode:

Assessment system	Weight
Tests	35%
Case analysis and problem solving	20%
Projects	20%
Reports	15%
Oral presentations	10%
<b>TOTAL</b>	<b>100%</b>

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

## 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Task 1	February 10th week
Task 2	February 24th week
Task 3	March 10th week
Task 4	April 7th week
Final Project	May 12nd week
Tests	June 30th – July 3rd week

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The main reference work for this subject is:

- Thonet, C. (2023). *The Agile Sales: Successfully shaping transformation in sales and service*. Springer.

The recommended Bibliography is:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., Jr., & Williams, M. R. (2020). *Sales management: Analysis and decision making* (11th ed.). Routledge.
- Piercy, N. F., & Lane, N. (2022). *Strategic sales management: A boardroom issue*. Routledge.
- Tanner, J. F., Jr., & Raymond, D. L. (Eds.). (2019). *The handbook of sales management*. Routledge.
- Walker, P. D. W. (2015). *Commercial management of projects: Defining the discipline* (2nd ed.). Wiley-Blackwell.

## 10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

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

Students in need of educational support can write to us at:

[orientacioneducativa.uev@universidadeuropea.es](mailto:orientacioneducativa.uev@universidadeuropea.es)

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

