

1. BASIC INFORMATION

Course	Commercial management
Degree program	Grado en Administración y Dirección de Empresas (con docencia internacional – Global’s Bachelor’s Degree)
School	Social Sciences and Communication
Year	Third
ECTS	6 ECTS
Credit type	Compulsory
Language(s)	English and Spanish
Delivery mode	On-site
Semester	Second semester
Academic year	2024/2025
Coordinating professor	Nuria Alabau Tejada
Professor	Nuria Alabau Tejada

2. PRESENTATION

Sales management subject belongs to the Business Administration and Management Module with international teaching. This Module is developed from vertical integration, since, throughout the years of training that the Degree occupies. This subject has a total of 6 ECTS credits.

From the course, it is sought that the student can design a sales team in accordance, at all times, with the marketing plans and the specific objectives set for him. As well as assimilate the keys to managing a sales team. In turn, the student must be able to understand and manage the purchasing process of buyers and adapt to it with favorable results for both parties.

3. LEARNING OUTCOMES

LEARNING OUTCOMES OF THE DEGREE

Skills

HAB03: Ability to identify and understand the marketing and commercial areas in the company, to apply the different tools available for their management, as well as to know the main relationships with other departments.

Competences

CP11: Ability to understand and analyze consumer behavior: ability to assess and predict behaviors and trends in the different audiences in which consumers are classified in relation to a given product or service, both geographically and 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 for error, based on evidence and objective data leading to effective and valid decision making.

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

CPT08: Show ethical behaviors and social commitment in the performance of the activities of a profession, as well as sensitivity to inequality and diversity.

SUBJECT LEARNING OUTCOMES

- Understand the role of the commercial function within the company.
- Understand the basic functioning of commercial distribution channels.
- Design the marketing system of a product or service.
- Manage, organize, control and motivate sales 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 remuneration.
- Elaboration of the sales plan

5. TEACHING-LEARNING METHODOLOGIES

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

- Masterclass
- Cooperative learning
- Problem-based learning (PBL)
- Project-based learning

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 masterclass	13h
Autonomous work	35h
Oral presentations	10h
Case analysis and problem solving	20h
Projects and works	10h

Teamwork	20h
Tests	3h
Advisory sessions	12h
TOTAL	150h

7. ASSESSMENT

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

Campus-based mode:

Sistema de evaluación	Peso
Tests	35%
Case analysis and problem solving	20%
Projects and works	20%
Reports	15%
Oral presentations	10%

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.

8. SCHEDULE

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

Assessable activities	Deadline
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Activity 1	Week 4
Activity 2	Week 8
Activity 3	Week 12
Activity 4	Week 14
Final Project report Final Project oral presentation	Weeks 15-16
Final test	Week 18

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. REFERENCES

The main reference work for this subject is:

- Alt, R., & Reinhold, O. (2019). Social Customer Relationship Management. Springer Publishing.

The recommended Bibliography is:

- Artal Castell, M. (2011). Dirección comercial: Organización del departamento de ventas y gestión de vendedores (10ª Ed.). ESIC
- García Bobadilla, L.M. (2011). + Ventas. ESIC
- Ingram, T.G. (2015). Sales management: Analysis and decision making (10th ed.). Taylor and Francys.

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

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.