INTRODUCTION

Sales Management subject is intended to provide participants with enough knowledge in order to make decisions with regard to sales management issues and sales team, having in mind the changing environment in the market.

AIMS

To have a global vision of a sales department inside an organization.
Acquire management tools and knowledge necessary to lead and manage sales teams.
Develop in the participant those skills needed to lead sales teams oriented to give added value to organizations.

METHODOLOGY

Active participation is key in this subject. The programme is based on problem solving situations, case discussion and working groups. From the beginning, the role of the sales manager stands as a reference for all discussions.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the pertinent subject and the quality and consistency of their participation. 60% of the final grade will be based on a minimum of one written assignment during the course and the final exam. The other 40% will be based on the quality and consistency of the participation.

In order to pass the subject, it is necessary to obtain a pass grade in the written exam.