

*STUDY SUBJECT DESCRIPTION*

***SALES MANAGEMENT***

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<b><i>BUSINESS MANAGEMENT AND INNOVATIONS</i></b>	Optional	1 <sup>st</sup>	3 <sup>rd</sup> year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
5 <sup>th</sup>	6 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: <b>LO 1</b> to know trends, theories and developments in trade science.  <b>LO 2</b> to know sales functions and ability to apply them to the organisation  <b>LO 3</b> to select, analyse and analyse information required to solve sales problems.  <b>LO 4</b> to plan sales management techniques and tools to develop the business.  <b>LO 5</b> to create, develop and grow a sales business and make decisions  <b>LO 6</b> to plan, effectively manage the sales process.  <b>LO 7</b> to communicate effectively in professional sales activities.  <b>LO 8</b> to communicate effectively with the team, clients and other professionals.  <b>LO 9</b> to take responsibility for own actions <b>LO 10</b> to initiate and implement change in the company, starting the new projects to create value.		Lectures Practical tasks Discussion Group work Self-study Seminar Consultation Case study Four corners method Flipped classroom	Test Assessment of practical tasks Examination

**LO 11** to analyse and plan effective ways and means for sales development

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Prerequisites  
(these courses must have successfully completed before she/he can take this course)

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Course content

1. The importance of trade and services in the economy
2. Types and functions of retail and service businesses. Practical applications in the business sector
3. Sales management. Finding and attracting customers. Forecasting sales results
4. The impact of digital actions on business success
5. Inclusive and positional bargaining in trade. Assessing performance in trade

Recommended or required reading and other learning resources/tools

1. Cespedes F.V. (2021). Sales Management That Works. How to Sell in a World that Never Stops Changing.
2. Weinberg M., Iannarino A. (2020). SalesTruth: Debunk the Myths. Apply Powerful Principles. Win More New Sales
3. Elektroninio verslo vadovas (2012) Vilnius: VGTU <https://docplayer.net/20857335-.html>