

### 3.2.3. Sales

SRH Hochschule Heidelberg International Business B.A.					
Module: Sales (compulsory)					
5- Week block	Frequency	Pre-requisites	Exam / Assessment	ECTS	Student Workload
One Five week block	Annually	None	Paper (50%), Presentation (50%)	6 ECTS	Lectures 60 hours Self-study 90 hours Total of 150 hours
Learning Outcomes					
<ul style="list-style-type: none"> <li>• Know the various distribution systems.</li> <li>• Understand the tools of sales management.</li> <li>• Know the typical activity profiles of sales employees.</li> <li>• Are able to explain the concept of the buying center.</li> <li>• Able to lead a targeted negotiation conversation.</li> <li>• Able to use various media to obtain information.</li> <li>• Able to face "normal business situations" with an open and sensitive approach to business partners</li> <li>• Know how to adapt to business and negotiators in dress, speech and appearance.</li> </ul>					
Course Structure					
<p>Upon successful completion of the course students should have a basic understanding of the structure and functioning of the Market, and understand factors affecting both production companies, of investment and consumer goods, as well as commercial enterprises. The student will understand the underlying distribution systems and the central instruments of sales management and can identify the corresponding structures in practice.</p>					
Key Words					
<p>Market, distribution systems, sales management, buying center, negotiation, negotiators, production, commercial enterprises, distribution systems.</p>					
Literature					
<p>Manning G. et al: Selling Today (2012)</p>					