

**Subject card**

|  |  |  |                 |                                     |  |            |     |
|--|--|--|-----------------|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | Sales Management, PG_00199217  |  |                 |                                     |  |            |     |
| <b>Field of study</b>                              | International Economic Relations   |  |                 |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2026   | <b>Academic year of realisation of subject</b>           |                 |                                     | 2028/2029  |            |     |
| <b>Education level</b>                             | Bachelor's studies   | <b>Subject group</b>                                     |                 |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| <b>Mode of study</b>                               | full-time studies  | <b>Mode of delivery</b>                                  |                 |                                     | at the university  |            |     |
| <b>Year of study</b>                               | 3  | <b>Language of instruction</b>                           |                 |                                     | Polish   |            |     |
| <b>Semester of study</b>                           | 6  | <b>ECTS credits</b>                                      |                 |                                     | 2.0  |            |     |
| <b>Learning profile</b>                            | academic   | <b>Assessment form</b>                                   |                 |                                     | exam   |            |     |
| <b>Conducting unit</b>                             | Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector  |  |                 |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>  |  | dr Anna Sperska |                                     |  |            |     |
|  | <b>Teachers</b>  |  |                 |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>   | Lecture  | Tutorial        | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>   | 15.0   | 0.0             | 0.0                                 | 0.0  | 0.0        | 15  |
|  | E-learning hours included: 0.0   |  |                 |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>   | Participation in didactic classes included in study plan |                 | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>   | 15   |                 | 2.0                                 |  | 33.0       | 50  |
| <b>Subject objectives</b>                          | Familiarizing students with the strategic role of sales in an international enterprise. Presentation of the sales department, practices and principles influencing proper sales management. Teaching in the field of commercial mathematics, creating effective and efficient sales strategies, in particular in relation to pricing and discount policy, shaping the skills of effective sales management. Using theoretical knowledge in shaping the skills of making decisions regarding the construction of sales departments. |  |                 |                                     |  |            |     |

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|--|--|--|-----------------------------------|
| Learning outcomes  | Course outcome   | Subject outcome  | Method of verification            |
|  | [MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management   | Has advanced knowledge of managing a business entity in the field of sales on the international market, knows and understands the strategies and tools used in sales management<br>During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.  | [SW4] test/exam - oral or written |
|  | [MSG3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity   | Has knowledge about the customer - a person as an entity making purchasing decisions, operating in social structures and organizational units, in particular enterprises or conducting individual business activity.   | [SW4] test/exam - oral or written |
|  | [MSG3_W07] has knowledge and understanding of the types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect  | Knows and understands the types of economic relationships and the rules governing them in the sales area, including the principles of market functioning and the market mechanism in terms of trade on the domestic and international markets<br>During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.                                  | [SW4] test/exam - oral or written |
| Subject contents   | 1. The strategic role of sales management. Sales strategy. Basic factors determining sales effectiveness and efficiency.2. Market analysis and demand estimation. Methods of reaching customers and acquiring customers.3. Sales structure and channels. Design and evaluation. Building sales departments based on sales strategies.4. Design and evaluation of sales processes.5. Basics of commercial mathematics. Basic issues in the area of margin management.6. Price and discount policy. Application of discounts and bonuses. Analysis of the effectiveness of applied solutions. Application of price elasticity of demand in the price formation process.7. Planning, forecasting, budgeting in sales departments.8. Sales controlling. Sales analysis. Ratio analysis.9. Basic sales models. Sandler Selling System, RAIN, SPIN, Customer Centric Selling, Provocative Sales, others.10. Building relationships with buyers. Quality of customer service.11. Managerial communication in the sales team. Motivation. Bonus and commission systems used in sales teams. Burnout and other problems occurring in sales departments.12. Contemporary challenges in the area of sales management. |  |                                   |
| Prerequisites and co-requisites                                | None   |  |                                   |
| Assessment methods and criteria                                | Subject passing criteria   | Passing threshold  | Percentage of the final grade     |
|  | Exam   | 51.0%  | 100.0%                            |
| Recommended reading  | Basic literature   | Sobczyk G., Zarządzanie sprzedażą w przedsiębiorstwie handlowym i usługowym, PWE, Warszawa, 2010.<br>Cespedes Frank V., Jak tworzyć i wdrażać wygrywającą strategię sprzedaży? ICAN Institute, 2017.   |                                   |
|  | Supplementary literature   | Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, Sopot, 2016.<br>Grzybek R., Sprzedaż osobista i zarządzanie zespołem sprzedaży, Helion, , 2015.<br>Jordan J., Vazzana M., Przełom w zarządzaniu sprzedażą, ICAN Institute, , 2014.<br><br>M. Krzaczek, M. Reysowski, Social shopping as a tool for promotion: practical approach, International Journal of Emerging and Transition Economies,7/2018 |                                   |
|  | eResources addresses   |  |                                   |
| Example issues/<br>example questions/<br>tasks being completed |  |  |                                   |
| Work placement   | Not applicable   |  |                                   |

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