

Subject card

Subject name and code	Sales Management, PG_00200106						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	12.0	0.0	16.0	0.0	38
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	38		0.0		62.0	100
Subject objectives	Familiarizing students with the strategic role of sales in an international enterprise. Presentation of the functioning of the sales department, practices and principles that affect proper sales management. Transfer of knowledge in the field of commercial mathematics, creation of effective and efficient sales strategies, in particular in relation to pricing and discount policy. Development of skills in effective sales management. Use of theoretical knowledge in shaping decision-making skills regarding the construction of sales departments.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Knows and understands the types of economic ties and the rules governing them in the area of trade, understands the conditions and principles of functioning of the market and the market mechanism, in the national, international and global aspect	[SW4] test/exam - oral or written
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to manage the work of a team and cooperate and work in a team, especially an international one, taking on a leading role	[SU4] test/exam - oral or written
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	187 / 5 000 is able to use the rules and standards of sales management to solve complex and unusual problems resulting from international business cooperation During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.	[SU4] test/exam - oral or written
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	is ready to think and act in an entrepreneurial manner, adapts to new situations and conditions, takes on the challenges of creative thinking, acquires resilience to failure, assesses risks and threats and finds ways to counteract their effects	[SK4] test/exam - oral or written
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	is able to use his/her knowledge to formulate and solve complex problems related to sales management on the international market, with particular emphasis on the European Union market	[SU4] test/exam - oral or written
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	is able to plan a commercial transaction on the international market and manage its implementation, conducts effective negotiations, analyzes and critically evaluates the course of the transaction During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.	[SU4] test/exam - oral or written
	[MSGMU2_W11] has a theoretically grounded knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	has theoretically based, in-depth knowledge of key issues in the field of sales management on the domestic and international market and selected detailed issues related to the international supply chain in the part related to sales issues	[SW4] test/exam - oral or written
	[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	Has in-depth knowledge of the functioning of sales in an enterprise in a domestic and international environment, understands the conditions, principles and consequences of decisions made in the sales area aimed at development and the relationships between enterprises on the international market	[SW4] test/exam - oral or written

Subject contents	<p>1. The strategic role of sales management. Sales strategy. Basic factors determining sales effectiveness and efficiency.</p> <p>2. Market analysis and demand estimation. Methods of reaching customers and acquiring customers.</p> <p>3. Sales structure and channels. Building sales departments based on sales strategies. Sales process.</p> <p>4. Basics of commercial mathematics. Basic issues in the area of margin management.</p> <p>5. Price and discount policy. Application of discounts and bonuses. Application of price elasticity of demand in the price formation process.</p> <p>6. Planning, forecasting, budgeting in sales departments.</p> <p>7. Building relationships with buyers. Quality of customer service.</p> <p>8. Managerial communication in the sales team. Motivation. Bonus and commission systems used in sales teams. Burnout and other problems occurring in sales departments</p>								
Prerequisites and co-requisites	None								
Assessment methods and criteria	<table border="1" data-bbox="450 846 1489 925"> <thead> <tr> <th data-bbox="450 846 798 880">Subject passing criteria</th> <th data-bbox="798 846 1141 880">Passing threshold</th> <th data-bbox="1141 846 1489 880">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 880 798 925">Exam (written)</td> <td data-bbox="798 880 1141 925">51.0%</td> <td data-bbox="1141 880 1489 925">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Exam (written)	51.0%	100.0%
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Exam (written)	51.0%	100.0%							
Recommended reading	Basic literature	Sobczyk G., Zarządzanie sprzedażą w przedsiębiorstwie handlowym i usługowym, PWE, Warszawa, 2010. 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. Grzybek R., Sprzedaż osobista i zarządzanie zespołem sprzedaży, Helion, , 2015. Jordan J., Vazzana M., Przełom w zarządzaniu sprzedażą, ICAN Institute, , 2014. Czuba Tomasz, Sperska Anna, Satysfakcja klienta a lojalność i jej pomiar drogą elektroniczną - praktyka rynkowa W: Badania marketingowe w gospodarce cyfrowej / Mazurek-Łopacińska Krystyna, Sobocińska Magdalena (red.), 2020, Wrocław, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu,							
	eResources addresses								
Example issues/ example questions/ tasks being completed									
Work placement	Not applicable								

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