University of Gdańsk

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_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. The student is able to carry out a project assignment related to sales management and consults its assumptions and progress with the course instructor during consultation hours and project sessions. Project sessions are included in the class schedule, and the times and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report [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.	[SU1] oral statement/conversation/ discussion [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_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_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
[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_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_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

<table>
<tr><td>Subject contents</td><td>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. Building sales departments based on sales strategies. Sales process.

4. Basics of commercial mathematics. Basic issues in the area of margin management.

5. Price and discount policy. Application of discounts and bonuses. Application of price elasticity of demand in the price formation process.

6. Planning, forecasting, budgeting in sales departments.

7. Building relationships with buyers. Quality of customer service.

8. Managerial communication in the sales team. Motivation. Bonus and commission systems used in sales teams. Burnout and other problems occurring in sales departments

An integral part of the program is a project carried out by students working in groups.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>None</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Activity during tutorials</td><td>51.0%</td><td>15.0%</td></tr>
<tr><td>Project</td><td>51.0%</td><td>15.0%</td></tr>
<tr><td>Exam (written)</td><td>51.0%</td><td>70.0%</td></tr>
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</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>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.</td></tr>
<tr><td>Supplementary literature</td><td>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,</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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