



Course Description

MKA2024 | Organizational Sales Management | 3.00 credits

This course introduces the role of a sales manager and sales team within an organization. Students will examine the management process of recruiting, leading, and setting sales targets and quotas for a sales team. Students will explore sales analytics that measure the effectiveness of an organizational sales strategy.

Course Competencies

Competency 1: The student will understand the vital role a sales manager plays within an organization by:

1. Exploring the sales managers' responsibilities within an organization
2. Analyzing the process of recruiting, selecting, training, compensating, motivating, and managing a sales team
3. Identifying a sales target, team quotas, lead generation and cross-departmental collaboration
4. Examining overall sales performance for the organization

Competency 2: The student will gain an understanding of team selling and sales team management by:

1. Modeling sales teams' best practices
2. Analyzing the size and diversity for assembling a sales team and the team member core competencies
3. Measuring between team sales volume and the cost effectiveness of sales conversion
4. Examining on the impact of sales teams and how to integrate within the organization's hierarchy

Competency 3: The student will assess the strategies for account management by:

1. Exploring the post-sale process
2. Utilizing the concept of upselling and increasing the overall value proposition of the sales mix
3. Comparing and contrasting between short-term and long-term sales value
4. Analyzing the customer lifetime value and churn rate

Competency 4: The student will analyze various sales analytics by:

1. Analyzing a sales analytics dashboard
2. Identifying advanced sales metrics
3. Developing sales benchmark and calculating sales growth rates
4. Evaluating sales data, identifying bottlenecks, and formulate process improvement measures

Learning Outcomes:

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information