

SYLLABUS

Basic data case			
Academic Unit:	Faculty of Tourism and Environment		
Course Title:	Management and sales techniques		
level:	Bachelor		
Course Status:	Mandatory		
Year of study:			
Number of hours per week:	4		
Credits - ECTS:	5		
Time / location:			
The teacher of the course:			
Contact details:			
Course Description			
	<i>Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations.</i>		
Objectives of the course			
	<i>The main objective of this module is that through this module students learn primarily to best practices by exploring the market and sales techniques in the design process of the product and its development. Students also need to recognize the psychological side of customers to create loyal customers in the process of sales.</i>		
Learning outcomes:			
	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>learn the techniques of sales,</i> • <i>understand the various environments such as sales. retail, face to face sales, sale of sophisticated business – business,</i> • <i>know how to implement large projects sales,</i> • <i>analyze how create new products and factors affecting their success or failure in the market.</i> 		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
activity	Hour	Day / week	Overall
Lectures and exercises	4	15	60
tutorial			
Contacts with teacher / consultations	1	5	5
Field exercises			
Kollokfiume, seminars			
Homework			
Self learning time student (at the	4	15	45

library or at home)			
Final preparation for the exam	6	3	18
Time spent on evaluation (tests, quiz, final exam)	1	2	2
Projects, presentations, etc.			
Total			130
Teaching Metodology:			
	<i>Lectures, individual work, seminar papers, pre exam, essays, discussions, workshops, session 1 simulation</i>		
Assessment methods:			
	<i>Essay prepared and presentation 30% Estimated final exam with 70% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</i>		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. Prof.Dr.Ramiz Livoreka „Kërkime Marketingu” Prishtinë,2011. 2. Prof Dr Berim Ramosaj „Bazat e menaxhmentit” Prishtine 		
Additional literature:	<ol style="list-style-type: none"> 3. Hicks,H.G.,Gullet,C.R.:Management, McGraw - Hill, New York 1997. 4. Ball, Ellson and Adamy - Just what you need, 2004. 5. Jonathan Betz – State Tries to Change Image with ad Campaign, 2005. 6. Aftesite dhe teknikat e shitjes Vjollca Mullatahiri 2015. 		
Designed learning plan:			
Week	Lecture to be held		
Week One:	<i>Understanding management</i>		
Week two:	<i>Management as a scientific discipline</i>		
Week Three:	<i>Planning</i>		
Week Four:	<i>The process of establishing</i>		
Week Five:	<i>Strategic planning and budget</i>		
Week Six:	<i>The organization as a function of management</i>		
Week Seven:	<i>Staff</i>		
Week Eight:	<i>Leadership as a function of management</i>		
Week Nine:	<i>Motivation and Control</i>		
Week Ten:	<i>Distribution Management</i>		
Week Eleven:	<i>Channel sales functions</i>		
Week Twelve:	<i>Distribution Organization</i>		
Week Thirteen:	<i>Design of sales channels</i>		
Week Fourteen:	<i>The types of sales channels</i>		
Week Fifteen:	<i>Behaviors sales channels</i>		

Academic policies and rules of conduct:

Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.