

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF INDUSTRIAL BUSINESS AND LOGISTICS

Adopted by the FC (record № 11/ 25. 04. 2024)

Adopted by the DC (record № 9/ 16. 04. 2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: SALES MANAGEMENT AND LOGISTICS

DEGREE PROGRAMME: Business and Management; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6

TOTAL STUDENT WORKLOAD: 210 hours; incl. curricular 75 hours

CREDITS: 7

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
• LECTURES	45	3
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	135	-

Prepared by:

1.
(Assoc. Prof. Mihal Stojanov, PhD)
2.
(Assist. Prof. Desislava Kirova)

Head of department

Economics and management of commerce and services:
(Assoc. Prof. Mihal Stojanov, PhD)

I. ANNOTATION

The academic course "Sales Management and Logistics" is one of the profiling disciplines for the students in the bachelor's degree of studies in the program "Business and Management (in English)". The aim of the course is to build students' theoretical knowledge in sales management and related activities with the sales logistics. The curriculum considers sales management as part of the meaning of business existence and the purpose of each economic entity in the market economy, expresses the marketing of the business enterprise and emphasizes the place and role of the sales function in the management of the enterprise, the specifics and the technology of sales types, sales promotion, the role and importance of commercial logistics, its elements and scope in national and international aspects, etc.

The discipline builds practical skills in personal selling techniques, effective sales goal setting and sales quotas. The course content introduces the specifics of sales information management, commercial sales management software, and the importance of sales to business operations. It defines the stages of the order submission process, through warehousing, inventory management, transportation, information flows in domestic and international trade business.

*The provided forms for ongoing control of the discipline (individual or team work on practical exercises, tests, business case and literature review) allow students to expand and improve **Interpersonal skills, and the ability to adopt new competences and Entrepreneurship competences.***

*The **interdisciplinary approach** is widely supported given the fact that the academic course includes knowledge from the subject areas of management, economics, applied statistics, law, which support the making of intelligent and successful business decisions for the management of sales and logistics in modern trade.*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTRODUCTION TO SALES MANAGEMENT		6	2	
1.1.	The nature, place and role of the sales function in the enterprise			
1.2.	Classifications of sales and sales situations			
1.3.	Defining sales goals and objectives			
1.4.	Nature, importance, types of quotas and procedures for determining quotas			
Theme 2. STAGES AND TECHNIQUES IN THE PERSONAL SALES PROCESS		6	4	
2.1.	Sales process and search for potential customers			
2.2.	Preparing for sale and choosing a method of sales presentation			
2.3.	Customer approach techniques and elements of sales presentation			
2.4.	Detecting and responding to customer objections			
2.5.	Selling and negotiation techniques			
2.6.	Post-sale activities			
Theme 3. MANAGING LINKS AND RELATIONSHIPS WITH CUSTOMERS		6	2	
3.1.	The essence of customer relationship management			
3.2.	Sales and customer loyalty			
3.3.	Ethics in sales			
Theme 4. SALES ANALYSIS, PLANNING AND FORECASTING		6	4	
4.1.	Sales evaluation and analysis			
4.2.	Sales planning			
4.3.	Sales forecasting			

Theme 5. CONTROL AND STIMULATION OF SALES		6	4	
5.1.	The essence of controlling sales			
5.2.	Receiving and processing customer claims			
5.3.	Nature and trends in sales promotion			
5.4.	Merchandising - techniques for increasing sales of commodities in retail outlets			
Theme 6. SALES MANAGEMENT INFORMATION BASIS		3	2	
6.1.	Sales management information systems			
6.2.	POS systems			
6.3.	Essence, features and trends in the development of electronic sales			
Theme 7. INTRODUCTION TO COMMERCIAL LOGISTICS		4	4	
7.1.	Definition and scope of commercial logistics			
7.2.	Significance of commercial logistics			
7.3.	Tasks of commercial logistics			
Theme 8. ELEMENTS OF COMMERCIAL LOGISTICS		4	4	
8.1.	Order process			
8.2.	Storage			
8.3.	Inventory control			
8.4.	Transportation			
8.5.	Information monitoring			
8.6.	Facilities			
Theme 9. DOMESTIC SALES LOGISTICS		2	2	
9.1.	Definition and scope of domestic sales logistics			
9.2.	Elements of domestic sales logistics			
9.3.	Challenges to domestic sales logistics			
Theme 10. INTERNATIONAL SALES LOGISTICS		2	2	
10.1.	Definition and scope of international sales logistics			
10.2.	Comparison between domestic and international sales logistics			
10.3.	Challenges to international sales logistics			
Total:		45	30	

III. FORMS OF CONTROL

№	TYPE AND FORM OF CONTROL	Number	Extracurricular, hours
1.	Midterm control		
1.1.	Practical assignment	2	40
1.2.	Presentation of practical assignment	1	10
1.3.	Course business case	1	15
1.4.	Tests (with open, closed and / or mixed questions)	2	20
Total midterm control:		6	85
2.	Final term control		
2.1.	Examination (test with open, closed and / or mixed questions)	1	50
Total final term control:		1	50
Total for all types of control:		7	135

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hunt, T., Closs, D. Fryer, D. (2014). GLOBAL SUPPLY CHAIN MANAGEMENT. Mc Graw Hill Education.
2. Ingram, T. N. (2005). SALES MANAGEMENT: ANALYSIS AND DECISION MAKING. *South-Western College Pub*; 6 Ed.
3. Khan, M. (2012). SALES MANAGEMENT. New Delhi, *Lovely Professional University*, Phagwara.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Grigorova, V. (2019). CONTEMPORARY DIMENSIONS OF SALES MANAGEMENT, *Business management*, Svishtov: Tsenov Academic Publishing House, 29, pp. 23-38.
2. Pencheva, D. (2021). FAST MOVING CONSUMER GOODS RETAIL: BUSINESS INTELLIGENCE APPROACH IN RETAIL INFORMATION SYSTEMS, *Egyptian Computer Science Journal*, 45, pp. 47-57.
3. Stojanov, M. (2022). AUTOMATED PARCEL TERMINALS - COMMERCIALIZATION OF THE SYSTEM FOR AUTOMATED POST SERVICES. *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 11(2), pp. 21-28.
4. Stojanov, M. (2021). WIRELESS TECHNOLOGIES IN THE COMMERCIAL BUSINESS. *Trakia Journal of Sciences*, Vol. 19, Suppl. 1, pp. 231-237.
5. Stojanov, M. (2019). PROBLEMS AND REASONS THAT MAKE SHOPPING OVER THE INTERNET DIFFICULT. *Trakia Journal of Sciences*, 17(1), pp. 683-688.
6. Stojanov, M. (2009). IMPORTANCE OF CUSTOMER RELATIONSHIP MANAGEMENT FOR RETAIL TRADE. In *The International Conference on Administration and Business*, The faculty of Business and Administration, University of Bucharest, pp. 779-784.
7. Stojanov, M. (2019). PROTECTION AGAINST FRAUD IN ELECTRONIC TRADE PAYMENTS. *Икономика 21 (Economics 21)*, 9(2 eng), pp. 48-66.
8. Stojanov, M. (2016). ATL, BTL AND TTL MARKETING SUPPORT OF THE SALES. *Journal L'Association 1901 "SEPIKE"*, 14, pp.140-145.

9. Stoyanov, M. (2012). ON THE UNEXHAUSTED POTENTIAL OF CLASSICAL ADVERTISING MEDIA. *Economics* 21, 2, pp. 111-124.
10. Zhelyazkova, D., Stojanov, M. (2008). ESSENCE, PLACE AND MEANING OF LOGISTIC CENTERS IN CONTEMPORARY ECONOMIC MAP OF THE REPUBLIC OF BULGARIA. *Journal Economy and Business*, 2 (1), pp. 1001-1022

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