

**Ministry of Science and Education of the Republic of Azerbaijan
Western Caspian University**



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SALES MANAGEMENT

(Syllabus)

I. Information about the subject

Code of subject:

Type of subject: main, elective

Academic year:

Teaching semester: Spring

School: “Economics and Business”

Group:

Total teaching load: 60 hours - (Lectures, seminar – 30/30)

Credits: 4 (four)

Department: “Management”

II. Information about the instructor:

Subject teacher: Kamala Huseynova

E-mail: kemale.huseynova@wcu.edu.az

Telefon:

Consultation days and hours: Every Friday, from 11:00 to 13:00

Year _____	III
Semester _____	V
Number of hours according to the curriculum _____	45
Including:	
Seminar _____	15
Credits _____	

Number of hours allocated to the extracurricular activities of the full-time students is 45 hours. An exam is planned on the 5th semester.

The syllabus was calculated in accordance with the curriculum of the “Marketing” specialty. The syllabus was discussed at the meeting (protocol) of the “Management” Department.

Note: In compiling this syllabus materials and textbooks of () state universities were used. It was included in the presentation topics of seminar.

Structure of the syllabus for the subject of “Sales Management”:

- I. Description of the subject
- II. Aim and purpose of the subject
- III. Brief content of the subject
- IV. Types and duration of teaching the subject
- V. Tasks for the student’s presentation work and their completion period, consultation hours
- VI. Completion of course work and its tasks
- VII. Information about the teacher
- VIII. Requirements of the teacher
- IX. Assessment criteria for current knowledge, mid-term assessment table
- X. List of literature

I. Description of the subject

The subject “Sales Management” deals with the issues of the interaction of all parties of the republic’s economic activity, sales management.

II. The goal and purpose of the subject

The relevance of the subject is determined by the continuous search for improved management methods of commercial enterprises in the context of increasing the competitiveness of goods and services in the consumer market.

The main goal and task of the subject is to familiarize students with the fundamentals of management of sales enterprises, sales personnel, and economic indicators based on the main trends of economic relations.

III. Brief content of the subject

The subject is taught on the following topics:

Topic 1

Main subjects and objects of sales market management

1.1 Purpose, tasks and essence of sales management

1.2 Functions and types of trade

1.3 The role of trade in the formation of the consumer market

Literature:

1. Azərbaycan Respublikasının Konstitusiyası. Bakı, Qanun. 2004. 48 səh.
2. Məmmədov E. İstehlak bazarının idarə edilməsi: dərslik. Bakı, 2019. səh. 32-42
3. Qafarov Ş.S. İnhisarizm Bakı, Elm. 2002 - səh. 34-40
4. Ataşov B.X. -----

Topic 2

Management of commercial activities of a sales company.

2.1 Features of commercial activities of a sales company

2.2 Organization and techniques of sales to large customers.

Literature:

1. Azərbaycan Respublikasının Konstitusiyası. Bakı: Qanun, 2004.
2. -----
3. Məmmədov E. Dərslük, Bakı. 2019 - 44 səh.
4. Məmmədov T.C. Ticarətin təşkili və texnologiyası. Bakı, Elm. 2006 – 628 səh.

Topic 3

Management of wholesale enterprises:

3.1 Structure and functions of wholesale

3.2 Wholesale trade as a commercial intermediary in the consumer market

3.3 Management of wholesale trade assortments with their characteristics

Literature:

1. Azərbaycan Respublikasının Konstitusiyası. Bakı, Qanun. 2004-səh 48
2. Azərbaycan Respublikasının Qanunvericilik toplusu. 1995-2007
3. Feyzulabəyli İ.Ə. Real bazara doğru. Bakı, Azər nəşr. 1993. - səh. 173
4. -----
5. -----

Topic 4

Management of retail establishments:

4.1. The essence and functions of retail sales

4.2. The content and characteristics of retail turnover

Literature:

1. Azərbaycan Respublikasının Konstitusiyası. Bakı, Qanun. 2004
2. Azərbaycan Respublikasının qanunvericilik toplusu. 1995-2007

3. ----
4. ----
5. w.w.w azstat.gov.az

Topic 5

Inventory management in retail establishments:

- 5.1 Characteristics of inventory management
- 5.2 Main directions of inventory management

Literature:

1. Azərbaycan Respublikasının Konstitusiyası
2. Məmmədov E. İstehlak bazarının idarə edilməsi: dərslik. Bakı, 2019. səh. 104.
3. -----
4. -----
5. Məmmədov T.C Ticarətin təşkili və texnologiyası. Bakı, Elm. 2006 - səh 628

Topic 6

Product assortment management:

- 1.1 Basic concepts and categories of product assortment management
- 1.2 Product assortment and its role in the consumer market
- 1.3 Price formation and features of retail price management

Literature:

1. Azərbaycan Respublikasının Konstitusiyası. Bakı, Qanun. 2004
2. Məmmədov E. Dərslik, Bakı. 2019 - səh. 44

IV. Types and duration of teaching of the subject

The teaching of the subject in the specialty 050407 “Marketing” includes both lectures and workshops. The types and hours of lessons provided for in the curriculum for specialties are given in Table 1, the hours allocated for topics are given in Table 2, and the content of lectures and workshops is given in Tables 3 and 4.

V. Tasks for the student's presentation work and their completion time, consultation hours

For the consistent mastering of the subject by students during the semester, it is intended to perform the work that will be presented. The tasks for the presentation topics are given by the teacher during the semester. Students independently perform the tasks given based on the lessons held and available literature. The tasks for the presentation topics are given in Table 5. The result of the correct implementation of the presented topic is evaluated from 1 to 20 points.

VI. Coursework and its tasks

It is required to complete the coursework by students in the subject of sales management in the specialty 050407 “Marketing”

VII. Information about instructor

Name and surname	Scientific degree	Auditorium	Out-of-classroom consultation time with students	Consultation room
Dadashova Nurkhanım Nizamaddin	H/t	According to the class schedule	According to schedule	421
Safarli Ziyada Hafiz	Assistant	418	According to schedule	421

Instructor's requirements

The instructor's requirements include the following criteria:

1. Regular attendance of students in classes

2. Participation in classes as a result of independent study of the subjects covered in lectures and seminars.
3. Independent work with the proposed literature
4. Active participation in classes, asking questions to the instructor.
5. Indicating the total hours allocated for teaching the subject and working together with the instructor.
6. Students are responsible for checking current knowledge in each class during the semester and recording the results in the graph journal.
7. Demanding in-depth mastery of the subject from the instructor.
8. Students make serious efforts to earn the maximum 50 points provided for mastering the subject during the semester.

IX. Assessment criteria for current knowledge, mid-term assessment table

In order to determine the level of learning of the subject by students, current knowledge is assessed in the seminars. In addition, mid-term exams are held once during the semester. Mid-term exams are held according to the established rules. Mid-term exams are held once in the VI and VII weeks. The result is evaluated with (0-20) points. The result from the seminars is evaluated with (0-10) points. The results of the presentation topics are evaluated with (0-20) points. The overall results (for each student) and the exam entrance and final scores are placed in the electronic system during the semester.

New assessment table according to the components of the subject

Components of the subject	Points			
	Lecture and seminar	Lecture, seminar and laboratory	Lecture, seminar and laboratory, and course project (final paper)	Lecture, seminar and course project (final paper)
Assignment or presentation	20	10	5	10
Laboratory	-	20	5	-

Course project (Final paper)	-	-	20 (not less than 10 points)	20 (not less than 10 points)
Mid-term exam (once in a semester)	20	10	20	30

Knowledge assessment is carried out on the basis of a multi-point system. The maximum score that students can score in a subject is 100 points. 50 points of this are earned in the exam, and 50 points are earned during the semester.

The distribution of the maximum 50 points collected during the semester according to educational indicators is carried out in accordance with the order of **WCU dated** “On approval of a new assessment table for components in the formation of pre-exam scores”.

By specialties:

- 20 points according to the results of the mid-term exam
- 10 points according to the results of the seminar
- 20 points according to the results of the presentation topic

The assessment of points according to the results of the mid-term surveys and inter-session checks, the results of the training lessons is carried out in accordance with the order of **WCU dated ...** “On approval of a new assessment table for components in the formation of pre-exam scores.

X.List of used literature

1. Azərbaycan Respublikasının Konstitusiyası. Bakı: Qanun, 2004. - 48 səh.
2. Azərbaycan Respublikasının qanunvericilik toplusu. 1995-2007
3. Məmmədov E. İstehlak bazarının idarə edilməsi. Bakı, 2019.
4. Qafarova Ş.S. “İnhisarizm” Bakı, Elm. 2002.
5. -----
6. -----
7. -----
8. Məmmədov T.C. Ticarətin təşkili və texnologiyası. Bakı: Elm, 2006.
9. Feyzullayev İ.Ə. Real bazara doğru. Bakı: Azərnəşr, 1993.
- 10.-----
- 11.-----
- 12.-----
- 13.-----

Table 1

Hours intended for the specialty 050407 "Sales Management"				
Total	Lecture	Seminar	Credit	Semester
45	30	15	-	V

Cødvel 2

S/N	Topics	Lecture	Seminar	Total
1	The purpose, tasks and essence of sales management	2	1	3
2	Functions and types of trade	2	1	3
3	The role of trade in shaping the consumer market	2	1	3
4	Features of the commercial activities of the sales company	2	1	3
5	Organization and technique of sales to large customers	2	1	3
6	Structure and functions of wholesale	2	1	3
7	Wholesale trade as a commercial intermediary in the consumer market	2	1	3
8	Characteristics and management of wholesale trade assortments	2	1	3
9	The essence and functions of retail sales	2	1	3
10	Content and characteristics of retail sales turnover	2	1	3
11	Characteristics of inventory management	2	1	3
12	Main directions of inventory management	2	1	3
13	Basic understanding of inventory management	2	1	3
14	Product assortment and its role in the consumer market	2	1	3
15	Price formation and retail price management features	2	1	3
		30	15	45

Table 3

S/N	Content of topics discussed in lectures	Saat
1	The main purpose, tasks and essence of managing commercial companies	2
2	Functions and types of trade aimed at providing services to consumers	2
3	Formation of the world trade market. The role of trade in the formation of the consumer market	2
4	Basic principles of commercial activity. Commercial activity in trade	2
5	Organization and technique of sales to large customers	2
6	The essence, structure and functions of wholesale trade	2
7	Wholesale trade as a commercial intermediary in the consumer market	2
8	Characteristics and management of commercial varieties	2
9	The essence, purpose and functions of retail sales	2
10	Content and characteristics of retail trade	2
11	Characteristics of turnover management	2
12	The essence and directions of inventory management	2
13	The essence and directions of product inventory management	2
14	Product assortment and its role in the consumer market	2
15	Price formation and retail price management features	2

Table 4

S/N	The content of the topics discussed in the seminars	Hours
1	The purpose, tasks and essence of managing commercial companies (management). Functions and types of trade	2
2	The formation of the consumer market, the characteristic features of sales. Trade turnover, commercial activity of the sales company, the basic principles of commercial activity	2
3	Organization and technology of sales to customers. Features of modern sales. Structure and functions of wholesale	2
4	Organization of wholesale trade. Wholesale trade as a commercial intermediary in the consumer market. Features and management of wholesale trade types	2
5	The essence and functions of retail sales. Retail turnover. The main tasks of retail turnover	2
6	The main essence of inventory management. Purpose and types of inventory. Main directions of inventory management	2
7	Basic concepts of assortment management. Formation of sales assortments. The role of assortments in the consumer market	2
8	Marketing approach to pricing	2

Presentation topics

S/N	Name of topics	Assigned time, week	Submission deadline, week
1	Inventory management models	I	V-XII
2	New retail horizons in managing product assortments	I	V-XII
3	Features and types of product management	I	V-XII
4	Assessment of the performance of structural divisions of retail establishments	I	V-XII
5	Modern approaches to managing product movement	I	V-XII
6	Characteristics of staff in retail establishments	I	V-XII
7	Motivation of staff in retail establishments	I	V-XII
8	The role of marketing in managing the consumer market	I	V-XII
9	Categories of management in marketing	I	V-XII
10	Making marketing decisions	I	V-XII
11	The role of trade in the formation of the consumer market	I	V-XII
12	Technology of organizing sales with customers	I	V-XII
13	The essence of wholesale trade and as an intermediary in the consumer market	I	V-XII
14	Features and management of wholesale product assortments	I	V-XII
15	The turnover and structure of retail sales	I	V-XII
16	Types of mobile small retail sales	I	V-XII
17	Retail turnover as a key indicator of trade enterprises	I	V-XII
18	Effective management of inventory	I	V-XII
19	Management and formation of product assortments	I	V-XII
20	The essence of product assortments and their role in the sales market	I	V-XII

Passive syllabus

Topics included in the subject program and not taught by the teacher in the classroom, but intended for the student to study independently:

1. Management of commercial organizations
2. Domestic and foreign trade
3. Characteristics of sales

4. Subjects of commercial activity
5. Characteristics of a modern seller
6. Tasks solved in wholesale trade
7. The role of intermediaries in organizing economic relations
8. Basic principles in the formation of product assortments
9. Structure of retail turnover
10. Main sales functions of stores
11. Types of small retail sales
12. Essence of retail turnover
13. Purposes and types of stocks
14. Analysis of stockpiles
15. Directions of assortment formation
16. Assortment planning
17. Distinctive features of rational and optimal assortments
18. Consumer value of goods
19. Marketing service in price formation
20. Pricing strategies