INDIANA TECH

Course Syllabus Cover Page – Spring 2021

Course Number: MBA 6430

Course Title: Pro Selling and Sales Force Mgmt

Course Description:

An exploration of the knowledge, tactics and strategies for building and sustaining a contemporary sales organization. This study enables students to develop personal selling skills as well as the knowledge for managing a sales force. The management issues discussed in this course include hiring, training, and motivating salespersons as well as sales forecasting, planning and sales force organization.

Prerequisites: MBA5220.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Identify the ethical, regulatory, and green issues associated with sales.
2. Craft, deliver and close effective sales presentations, including persuasive rebuttals to customer objections.
3. Locate sources of candidates to hire and design a procedure to screen them.
4. Select techniques relevant to training all types of sales personnel.
5. Diagnose personnel individually and craft job elements to motivate each sales person including the development of a compensation scheme for determining fixed verses performance pay.
6. Formulate sales forecasts and evaluate sales personnel with a view to improving productivity.
7. Devise appropriate sales force organization in light of the implications of channel choice, architecture, deployment, and territory management.

MBA 6430 Professional Selling and Sales Force Management Online Syllabus Course Content

Instructor Information

Please see Professor Profile at the Blackboard instructional site.

Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at http://online.indianatech.edu/tech-policies/policies/. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook

Jordan, J. & Vazzana, M. (2012). *Cracking the sales management code: The secrets to measuring and managing sales performance.* New York, NY: McGraw-Hill.

Grading Events & Grading Criteria

Unless otherwise specified, all assignments must be submitted via Blackboard.

Course Preparation quiz – (10 points possible)

Research and Application Papers - (300 points possible)

There will be six (6) Research and Application Papers in this course - one per Module. These papers require students to understand the concepts and apply them to a specific business venture. Students must complete the "Check Your Learning Assessments" as an assurance of learning to have the best possible chance of successfully completing these papers.

Discussion Board Posts and Replies - (150 points possible)

There will be six (6) Discussion Board Assignments in this course - one per Module. Please read the Discussion Board requirements carefully in each module; to earn the 25

points possible per Module, there must be sufficient content in post and reply formats. Students must complete the Discussion Board Assignments as an assurance of learning to have the best possible chance of successfully completing the Research and Application Papers.

Grading Scale
The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is o in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
    - o able to complete all of the remaining coursework within a session (5 weeks for an undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
    - o able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.
    - o

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated university authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.
Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it. Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.