

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: Sales and Purchase Management							Course Code: C5		
Type of studies: Bachelor's Full-time / Part-time				Profile of education: PRACTICAL			Specialization scope: all		
Year: II Term: 3				Course /module status: obligatory / field course			Course / module language: English		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	-	15	-	30	3	1,2	0,8	2,0
including practical classes	-	-	15	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	-	10	-	20	2	0,8	1,2	2,0
including practical classes	-	-	10	-	10	1	0,4	0,6	1,0
Form of examination	Graded pass / Exam								
Course / module Coordinator	dr Anna Bialk-Wolf								
Lecturers	dr Anna Sperska, mgr Robert Bieszk								
Priority effects of the item specified in the Senate resolution		Z_W03, Z_W08, Z_U01, Z_U04, Z_K02							
2. Lecturer tasks									
Course learning objectives:									
The goals of the subject are:									
- to acknowledge students with sales & purchase matters, its practice and rules influencing proper management									
- to give students necessary theoretical knowledge for an efficient sales and purchase management									

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
Knowledge		
W_01	The student knows and understands the rules of functioning at an advanced level entities in a market economy, and understands dependencies between them, including their practical applications.	Z_W03
W_02	The student knows and understands the basic issues at an advanced level concerning economic, legal, ethical and other considerations professional activity, including basic concepts and principles z the scope of protection of industrial property and copyright, and basic principles of creating and developing various forms of entrepreneurship.	Z_W08
Skills		
U_01	The student can correctly interpret social (cultural, economic, legal) and use it in this regard knowledge, as well as use the legal provisions in the field of management organization and business activities.	Z_U01
U_02	The student can analyze the attractiveness of a market opportunity for a new business venture using theoretical knowledge and market information.	Z_U04
Social competence		
K_01	The student is ready to fulfill social obligations and to co-organize activities for the social and professional environment, initiation doing things in the public interest and thinking and acting in a way enterprising.	Z_K02
Topics of particular classes with the number of hours (full-time / part-time)		
<p style="text-align: center;">LECTURES (Theoretical classes)</p> <ol style="list-style-type: none"> 1. Sales and Purchase Management – introduction 1h/1h 2. Sales channels 1h/1h 3. Sales process 2h/1h 4. Sales structures 1h/1 h 5. Sales analysis and controlling 2h/2h 6. Pricing strategies 2h/1h 7. Negotiations 2h/1h 8. Purchase strategies 2h/1h 9. Management communication 2h/1h <p style="text-align: center;">LABORATORY (Practical classes)</p> <ol style="list-style-type: none"> 1. Introduction 1h/1h 2. Making a project of a sales department 2h /1h 3. Project of a sales process 2h/2h 4. Sales models 2h /2h 		

5. Negotiations in sales & purchase 4h / 2h 6. Purchase strategies case study 2h /1h 7. Management communication 2h/1h					
Methods of teaching	Lectures with multimedia presentation, case studies, discussion, group projects				
Literature	1. Jobber D., Lancaster G., Meunier-Fitzhugh K., Selling and Sales Management, Pearson, 2019 2. Baily P., Farmer D., Jessop D., Jones D., Purchasing Principles and Management, Pearson, 2005				
Optional Literature	1. Tracy B., Psychology of selling, Harper Collins Focus, 2006 2. Weinberg A., Sales Management. Simplified. the Straight Truth About Getting Exceptional Results from Your Sales Team, Amacom, 2015 3. Jordan J., Vazzana M., Cracking the sales manageent code,, McGraw Hills , 2011				
3. Tasks and time of independent student work					
Tasks descriptions		Number of hours		ECTS Credits	
		Full-time	Part-time	Full-time	Part-time
The tasks of theoretical		10	15	0,4	0,6
Preparation for classes and final exam		10	15	0,4	0,6
The tasks shaping practical skills		10	15	0,4	0,6
Development of a project related to sales management		10	15	0,4	0,6
TOTAL student workload in hours		20	30	0,8	1,2
4. Methods of verification and documentation of the learning outcomes assessment					
Symbol of learning outcomes	Methods of verification and documentation				
W_01, W_02	Discussion at lectures, exam				
U_01, U_02	Student's activity in the classroom, participation in discussions, project preparation, solving practical examples				

K_01	Discussion during classes
	<p>Basic criteria of assessment:</p> <p>The condition for passing the exam is obtaining more than 50% of points. from the exam test;</p> <p>The condition for passing the laboratory is the presence and activity in the class as well as a submitted and approved project. The final module grade for the subject consists of 40% of the exam grade and 60% of the laboratory grade. Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good</p>