



## COURSE DATA

### DATA SUBJECT

**Code:** 35844  
**Name:** Commercial and sales management  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2026-27

### STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Marketing management	ELECTIVES

### COORDINATION

KUSTER BOLUDA INES

## SUMMARY

The Commercial and Sales Management course has optional and is scheduled to teach in the first semester of the fourth year of the Degree in Business Administration, within the Curriculum Enhancing Sales Management, with materials and Communication Commercial Distribution Marketing. It is therefore a subject of specialization that focuses on the student delve into the field of sales management, both from a theoretical and practical perspective. Certainly this marketing tool has traditionally been undervalued, and yet their role in the company is key. The course contents have been structured into two interrelated parts.

Thus, in the first part, [\"Introduction to personal selling and sales management\"](#) develops the concept of personal selling that analyzes and develops the concept of long-term relationships with clients studied from the broader theoretical framework interpersonal relationship and the importance of communication as a key element of the process handling customer relations. It also examines the strategic understanding of the product and the customer as basic elements, which you should manage the vendor from a comprehensive training thereof. It also focuses attention on the relational and ethical approach in sales.

The second part, [\"Sales Management\"](#) discusses the management of the sales staff in its threefold dimension of sales plan development, management of sales team and sales program control. The core of this second block what are the vendor selection policy, training plans sales teams, the seller's motivation and reward and compensation systems, and control of vendors.



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## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

### 1313 - Degree in Business Management and Administration

Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.

Be able to identify the external client to whom the organisation is addressed.

Be able to lead, train and motivate a sales team.

Be able to learn autonomously.

Be able to make decisions.

Be able to make decisions under certainty and uncertainty environments.

Be able to plan, organise, control and evaluate the implementation of business strategies.

Be able to relate the different elements that interact in the decisions of individuals.

Be able to solve problems.

Be able to take relationships with customers beyond the interchange situations.

Be able to work in a team.

Demonstrate oral and written communication skills in the native language.

Have organisation and planning skills.

Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.

Show commitment to ethics and social responsibility.

Show creativity.

Show motivation for quality.



Understand and assess the characteristics and usefulness of different business strategies, both at the competitive and corporate levels.

Understand the keys to the functioning of the market and the effects of its different structures.

## **DESCRIPTION OF CONTENTS**

**1. Approach to the field of personal selling and sales management: the ethics**

**2. Personal selling through the relational prism**

**3. Relationship: prospecting, customer contact**

**4. Relationship development**

**5. Maintenance and expansion of the relationship**

**6. Planning and organization of the sales force**

**7. Salespeople selection**

**8. Salesforce training**

**9. Motivation and compensation**

**10. Evaluation and control of the sales function and the individual sales person****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
<b>Total hours</b>	<b>60,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	9,00
Individual or group project	44,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	35,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>88,00</b>

**TEACHING METHODOLOGY**

Teaching methodology to be developed in the course must effectively contribute to achieving the educational objectives, skills, competencies and social skills. In this sense, the theoretical methodology is mainly based on the teacher's explanations and the study of some of the basic manuals listed in the bibliography. Additionally, it will be necessary to read specific content contained in the readings displayed on each of the subjects. Meanwhile, in practical classes required active participation of the student, under the direction of Professor develop exercises and applications on the content of the course. The following explains in more detail the methodology used in both classes as proposed educational resources.

**EVALUATION**

The subject will be assessed through both tests (test, objective and oral) and through observation techniques. The tests consist of work to present along the course and tests (with test questions and / or objective) and oral presentation of the work or internships. Observation techniques to assess the student's ability to work together, argue and defend ideas as well as their attitudes according to criteria of fairness, equality and respect for human rights. In addition, students may be asked to attend seminars, conferences, workshops, etc. outside the classroom.

In order to pass the subject, the two parts of the assessment must be passed (5 out of 10) (written test and



continuous assessment). In case of not overcoming any of the parts, the average grade will not be calculated and the final grade of the subject will be that of the part not passed. For the second call, the note of the surpassed party will be saved.

Written test: 60% of the final grade of the subject. It is recoverable in the second call.

Continuous assessment: 40% of the final grade of the subject. It is NOT recoverable in the first call. In order to be approved in the second call, a practical exam must be passed, in addition to having delivered the resolution the practical cases indicated by the teacher for the second call.

**Use of Artificial Intelligence:**Artificial Intelligence Use Policy Statement: students on the Business and Sales Management course are encouraged to responsibly use artificial intelligence (AI) tools for information analysis and research, while maintaining academic integrity and complying with ethical and legal standards. More specifically,

Follow the rules and limits that the teacher defines for the realization of any test or evaluation delivery. Always refer to the AI tools you have used for assignments or exercises and cite all sources from which you have taken any information for them. Here is the proper way to cite ChatGPT in APA style, for example:

Direct Citation: ... (OpenAI, 2023)

Indirect Citation: OpenAI (2023)

Reference: Model Author (Year). Name of the model (version) [Description of the model]. URL OpenAI (2023). ChatGPT (May 24 version) [Large language model]. <https://chat.openai.com>

Remain vigilant and watch out for biases that the use of generative AI may have, e.g., gender equality, information provided in different languages (e.g., English or Spanish), weight of certain currents or lines of thought, updating of information, etc.

Avoid providing the generative AI with personal or sensitive information, which can be used to learn and feed back its vast amount of information with personal or confidential data.

Do not copy literally the texts provided by the AI, because using the texts generated by the system in a literal way, without analysis, reflection and further elaboration is a mechanical activity that does not lead to learning. If you do not follow this recommendation, you would be committing a fraudulent act, which is punishable by law.

Translated with DeepL.com (free version)

## REFERENCES

- Román, S. y Küster, I. (2014). "Gestión de la venta personal y de equipos comerciales". Madrid:



Paraninfo

- Hunt, C. S.; Ditz, G.; Hansen, J.D. (2023): Ventas profesionales. Porque todos somos vendedores. McGraw Hill Interamericana de España.