BUS 297D
Sales Management

Course Description
This course is designed to be interactive, experiential, and pragmatic while developing your conceptual and creative management abilities. Case studies, Internet, and ethical dilemmas will be used each week to augment learning. Many of the materials used in the course (syllabus, chapter quizzes,) are available online at SJSU Canvas. You’ll learn to recognize and capitalize on emerging market opportunities while effectively and efficiently solving managerial problems daily with different salesperson and customer personality types from diverse backgrounds and cultures … enhance your communication skills (listening, observing, speaking, writing, reading, and body language) … develop your cultural and ethical sensitivity in managing and negotiating with people … increase your planning, organization, forecasting, and budgeting skills … strengthen your recruiting, selecting, training, leadership, and motivational talents … improve your profitability analysis, compensation, and performance evaluation tools … and learn how to build long-term, mutually beneficial relationships and partnerships with prospects, customers, and various stakeholders.