

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM B1.V.EC.01.01 Sales Management

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	2		
Semester/trimester	3		

Lectures	36		
, including practical training	2		
Laboratory classes			
Practical (seminar) classes	36		
, including practical training	2		
Consultations			
Interim assessment form(s)	Экзамен – 0,3		
Other forms of work			
Control	9		
Independent work	134,7		

Total hours: 216

Labor intensity: 6 credits.

Developer of the work program:

Candidate of Economic Sciences, Associate Professor T.A. Kostenkova

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline is to form theoretical knowledge and gain practical skills in solving problems in the field of sales management of a modern enterprise.

Objectives of the discipline study:

- to form an understanding of the sales management concept from the perspective of various approaches;
- to master the essence of building and managing an enterprise's distribution system;
- to study the basics of the functioning of the sales department at the enterprise.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants of educational relations, block B1.Disciplines (modules).

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
PCS -2	To know: <ul style="list-style-type: none">– fundamentals of tactical and operational management of logistics processes;– methods of developing organizational, technical, organizational, economic and financial documentation of a modern enterprise.	Knows: <ul style="list-style-type: none">- - tasks, principles and basic tools of sales management.
	Be able to: <ul style="list-style-type: none">– to carry out tactical and operational management of logistics processes; to apply modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise.	Can: <ul style="list-style-type: none">- - to use methods and tools of sales management in order to increase the efficiency of the company's commercial activities.
	Own: <ul style="list-style-type: none">– skills of tactical and operational management of logistics processes; ways of using modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise.	Owns: <ul style="list-style-type: none">- methods of sales planning and management within the framework of the logistic approach to the organization of the company's activities.

II. CONTENT AND SCOPE OF THE DISCIPLINE

indicating the number of hours allocated for students' contact work

with a teacher (by type of training) and for independent work

Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section 1. Basic principles of sales management.	45	8	8		29
1	Topic 1. The study of public demand for goods as the basis of commercial activity.	22	4	4		14
2	Topic 2. Formation of commercial relationships for working with suppliers.	23	4	4		15
	Section 2. Applied aspects of sales management.	161,7	28	28		105,7
3	Topic 3. Organizational foundations of the commodity distribution channel.	23	4	4		15
4	Topic 4. Assortment policy.	23	4	4		15
5	Topic 5. Commercial activities for the sale of goods in enterprises.	23	4	4		15
6	Topic 6. Organization of wholesale trade.	23	4	4		15
7	Topic 7. Retail trade.	23	4	4		15
8	Topic 8. Trade marketing and sales promotion tools.	23	4	4		15
9	Topic 9. Retail chains. Relations with retail and network trade organizations.	23,7	4	4		15,7
	Control	9				
	Exam	0,3				
	Total for 3 semesters	216	36	36		134,7
	, including practical training	4	2	2		
	total:	216	36	36		134,7

Full-time and part-time education (not implemented)

Correspondence education (not implemented)

III. EVALUATION MATERIALS FOR THE ONGOING AND INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

The current certification is carried out in the form of a test paper (in test form), an abstract.

A typical version of the test

1. List the main criteria for the effectiveness of retail sales:

- 1) Market share;
- 2) brand awareness;
- 3) logistical costs;
- 4) the volume of products.

2. A broker is:

- 1) natural or legal persons who, on the basis of an agreement with the seller or buyer, have the right to facilitate the conclusion of transactions for a relatively long period;
- 2) individuals or legal entities who find mutually interested sellers and buyers, bring them together, but do not participate in the transaction, either on their own behalf or on behalf of the guarantor;
- 3) a natural or legal person serving various industries, having warehouses and vehicles and carrying out commercial activities on their own behalf and at their own expense.

3. The cost of transportation depends on:

- 1) type of cargo;
- 2) operational conditions;
- 3) Transportation distances;
- 4) all the answers are correct.

4. Vertical display of goods:

- 1) the method of laying out ("ribbon" laying out), when the goods of the same name are laid out on the shelves of one slide in several rows from top to bottom;
- 2) the method of display, when the goods of the same name are placed on one or two shelves along the entire length of the equipment installed in the line;
- 3) the layout, which is used at additional points of sale, uses free-standing branded stands and racks.

5. Selling a product or service at a price lower than your own costs in order to promote the product or service is:

- 1) the sale is flexible;
- 2) installment sale;
- 3) selling at a loss.

6. Arrange the stages of the sales planning process in the correct order:

1. development of forecasts of market development prospects;
2. Developing a budget for estimated revenue and sales costs;
3. Formation of an action plan – a plan of managers' contacts with clients.

7. Establish the correct sequence of stages in the design of the cargo delivery system:

1. choosing the optimal delivery system option;
2. evaluation of the quality of the proposed cargo delivery system options;
3. development of possible delivery system options (determining the composition of participants in the delivery process);
4. Order processing and determination of the customer's requirements for the delivery system;
5. conclusion of contracts with participants in the delivery process according to the selected variant.
8. Establish the correct sequence of stages of any transport and technological scheme:
 1. preparation of products for transfer to transport;
 2. cargo transportation to the terminal of the main mode of transport;
 3. transport and storage operations at the stage of cargo loading;
 4. transportation of goods by mainline modes of transport;
 5. transport and storage operations at the stage of unloading goods;
 6. cargo removal from the terminal of the main mode of transport and its delivery to the supply and distribution bases (warehouse distribution centers);
 7. delivery of cargo from the base to the consumer.
14. The main advantage of road transport over other modes of transport is ...
 - a) mass transportation
 - b) maneuverability and mobility
 - c) high labor productivity
 - d) low cost
15. The packaging elements in which products are packaged are called:
 - a) consumer packaging
 - b) transport packaging
 - c) rigid packaging.
16. When transporting goods, carriers perform the following operations:
 - a) drawing up the route of delivery and the mode of movement;
 - b) conclusion of contracts with the cargo owner or organizer of the delivery system;
 - c) the movement of goods by rolling stock from the points of departure to the points of destination.
17. The disadvantages of railway transport include:
 - a) mass transportation
 - b) the possibility of construction on any land area
 - c) versatility of use
 - d) capital intensity of facilities
18. The organizer of the transport process performs the following tasks and functions:
 - a) accepting requests for the delivery of goods and the provision of additional services;
 - b) selection of the type of rolling stock and determination of the optimal quality of vehicles;
 - c) the movement of goods by rolling stock from the points of departure to the points of destination.
19. What is the transportation route:
 - a) transportation of products by car

- b) the most advanced way of organizing material flows (cargo flows)
 - c) rational use of rolling stock
 - d) door-to-door delivery of goods
20. Cargo transportation in the logistics system takes place:
- a) at the production supply stage;
 - b) in the main production;
 - c) at the stage of distribution of finished products;
 - d) the entire continuation of the logistics chain, except for production;
 - e) the entire continuation of the logistics chain

Approximate topics of the essays

1. Order management in the logistics system
2. Warehousing in the logistics system
3. Organization of the cargo handling process in the warehouse
4. Packaging industry as an element of the logistics system
5. Transport as an element of the logistics system
6. Organization of cargo transportation by road
7. Organization of cargo delivery in the logistics system
8. Transportation support for commercial activities.
9. Logistics at the level of international economic relations.
10. Development of a transport and logistics system for cargo transportation.
11. Improving the efficiency of the warehouse.
12. Ways to optimize stocks at the enterprise.
13. Improvement of the freight tariff system in transport.
14. Development of measures to assess the functioning of logistics.
15. Qualitative and quantitative indicators of road transport performance, comparing their indicators with those of other types of transportation.
16. Transportation of goods under special conditions by road.
17. Information technology in supply chains.
18. Logistics service for cargo transportation.
19. International transport corridors.
20. Logistics outsourcing of transport systems.
21. Transport and technical systems of cargo transportation by river and sea transport.
22. Organization of logistics management.
23. Features of the organization of freight transportation by rail.
24. Logistics of supply (procurement and procurement logistics) in the logistics management system.
25. Creation and development of logistics information systems.
26. Development of a logistics concept for building a model of transport services for consumers and firms.
27. Geo-economic and geopolitical prerequisites for the development of multi- and intermodal transport and logistics systems.

28. Improving the efficiency of customer and company services in transport.

The intermediate certification of students is carried out in the form of a course project and an exam using the following assessment materials: a list of exam questions.

Exam questions (3rd semester full-time education)

1. Consumer demand: the concept, conditions and factors influencing its formation.
2. Methods of studying consumer demand.
3. Assessment of the consumer goods market conditions.
4. Sources of goods receipt.
5. The concept of commercial relations.
6. Selection of suppliers of consumer goods.
7. The concept of distribution, or a distribution channel.
8. Definition of distribution systems.
9. Transformations of modern distribution systems.
10. Algorithm for building a sales channel.
11. The order of formation and structure of the product range.
12. Category management.
13. Product range evaluation models: ABC product analysis.
14. Product range evaluation models: XYZ product analysis.
15. Marketing activities for the sale of finished products.
16. The price policy of sales, taking into account the competitive environment.
17. Sales promotion in commerce.
18. Socio-economic content of wholesale trade.
19. Merchandising.
20. Methods of sales planning and preparation of a trade marketing budget.
21. The structure, mechanism and content of retail trade.
22. The franchise system and the practice of organizing network retailing.
23. Sales and sales promotion as a tool for integrated communications.
24. Online trading.
25. Building relationships with retail chains.
26. Packaging as an element of marketing communications. Principles of packaging design and creation.

IV. THE LIST OF LITERATURE NECESSARY FOR MASTERING THE DISCIPLINE

4.1. Basic literature

1. Gutnikova, O. N. Organization and technology of trading activities : textbook for universities / O. N. Gutnikova. Moscow : Yurait Publishing House, 2025. 250 p. (Higher

education). — ISBN 978-5-534-20932-7. — Text : electronic // Yurayt educational platform [website]. — URL: <https://urait.ru/bcode/559014> (date of access: 04/19/2024).

2. Commercial activity : textbook and workshop for universities / I. M. Sinyaeva, O. N. Zhiltsova, S. V. Zemlyak, V. V. Sinyaev. Moscow : Yurait Publishing House, 2024. 394 p. (Higher education). — ISBN 978-5-534-16955-3. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/535957> (date of access: 04/19/2024).

4.2. Additional literature

1. Golova, A. G. Sales management: textbook / A. G. Golova. — 3rd ed., ster. — Moscow : Dashkov and Co., 2020. — 279 p. — Access mode: by subscription. — URL: <https://biblioclub.ru/index.php?page=book&id=621640> (date of access: 04/19/2024).

2. Kolyshkina, T. B. Advertising at points of sale : a textbook for universities / T. B. Kolyshkina, I. V. Shustina, E. V. Markova. — 2nd ed., ispr. and add. Moscow : Yurait Publishing House, 2024. 222 p. (Higher education). — ISBN 978-5-534-12663-1. — Text : electronic // Yurayt educational platform [website]. — URL: <https://urait.ru/bcode/541700> (date of access: 04/19/2024).

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ п/п	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access
3.	www.consultant.ru	Russian computer Legal Reference System	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	НЭБ.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory.

			IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a
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VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university..