

MINISTRY OF EDUCATION AND TRAINING

LAC HONG UNIVERSITY

COURSE SYLLABUS

<125066 – SALES MANAGEMENT>

1. GENERAL INFORMATION

Item	Content
Course title (Vietnamese)	Quản trị bán hàng
Course title (English)	Sales Management
Course code	125066
Knowledge block	Major courses
Faculty/Department in charge	QTKTQT
Course coordinator	M.A. Phan Thi Hoi
Email	hoipt@lhu.edu.vn
Lecturers	Dr. Nguyen Van Dung
Number of credits	2
Theory	1
Practice	0
Exercises	1
Course nature	Compulsory course for students majoring in Business Administration
Prerequisite course	None
Previous courses	Principles of Marketing, Economics

2. COURSE DESCRIPTION

This course belongs to the disciplinary foundation knowledge block in the Business Administration training program. It includes fundamental contents on sales and sales management; sales skills and key account management; sales planning; organization of the sales force; recruitment, training and coaching of the sales force; monitoring and evaluating sales activities; and salary and commission policies for the sales force.

3. COURSE LEARNING OUTCOMES

Table 1: Course Learning Outcomes (CLOs)

CLO	Description of course learning outcomes	Domain (Bloom level)	Program Learning Outcomes (PLOs/SOs/PI)
CLO1	Apply knowledge of social sciences to solve problems in sales management	Knowledge (3)	PLO1 (PI1.2)
CLO2	Develop implementation plans for sales activities for enterprises	Skills (5)	PLO5 (PI5.1)
CLO3	Demonstrate professional ethics in sales activities and sales management	Attitude (3)	PLO8 (PI8.1)

4. COURSE CONTENT AND TEACHING PLAN

Table 2: Course content and lesson plan

Week	Chapter	Lesson / Chapter Title	Lesson Learning Outcomes (LLO)		Teaching and Learning Activities	Teaching Methods	Assessment Methods	References
1	Chapter 1	Overview of sales and sales management: Concepts, relationships, roles	LLO1.1 – CLO1	Apply concepts to generalize the role of sales management	In-class: Instructor provides warm-up questions/images, delivers lecture on concepts and asks short questions. Students answer. Self-study: Read Chapter 1 on LMS and answer 10 multiple-choice questions	Lecture; Guided Questioning	Essay Examination	[1], [2]
2	Chapter 1	Overview of sales and sales management (continued): Trends	LLO1.2 – CLO1	Apply knowledge to present trends in sales management	In-class: Instructor lectures and asks questions about trends. Students present and instructor clarifies. Self-study: Find one digital sales trend	Lecture; Guided Questioning ; Group Discussion	Oral Presentation	[1], [2]

3	Chapter 2	Customer behavior: Individual and organizational behavior	LLO2.1 – CLO2	Adapt to changes to understand customer behavior in sales situations	In-class: Instructor asks warm-up questions, lectures and provides situations. Students discuss in groups. Self-study: Analyze real customer behavior	Lecture; Guided Questioning ; Group Discussion	Course Report	[1], [2]
4	Chapter 3	Personal selling strategy and sales promotion: Modern selling, channels	LLO3.1 – CLO1	Apply knowledge to explain personal selling trends	In-class: Instructor asks questions about sales channels and lectures about advantages and disadvantages. Self-study: List three channels and analyze advantages/disadvantages	Lecture; Guided Questioning	Essay Examination	[1], [2]
5	Chapter 3	Personal selling process and practical application	LLO3.2 – CLO3	Demonstrate sales ethics in the personal selling process	In-class: Instructor provides questions and situations. Students discuss in groups and present. Self-study: Study the personal selling process	Lecture; Group Discussion	Oral Presentation	[1], [2]

6	Chapter 4	Sales force organization: Structure, advantages, disadvantages, considerations	LLO4.1 – CLO1	Apply knowledge to perform exercises on sales force organization	In-class: Instructor presents models. Students discuss and present advantages/disadvantages. Self-study: Compare geographic vs product structure	Lecture; Guided Questioning	Essay Examination	[1], [2]
7	Chapter 5	Recruitment, selection and training of the sales force: Process, techniques, contents	LLO5.1 – CLO2	Master recruitment and training processes	In-class: Students present; instructor comments and lectures further. Self-study: Study recruitment and training processes	Lecture; Guided Questioning ; Group Discussion	Course Report	[1], [2]
8	Chapter 6	Sales force compensation and motivation: Theory and policies	LLO6.1 – CLO2	Develop compensation and incentive policies	In-class: Instructor asks questions, lectures and provides situations. Students discuss. Self-study: Design salary and commission structure	Lecture; Guided Questioning ; Group Discussion	Course Report	[1], [2]

9	Chapter 7	Sales performance and sales force evaluation: Process and methods	LLO7.1 – CLO2	Improve sales results through evaluation of the sales force	In-class: Instructor lectures, asks questions and provides calculation exercises. Students solve exercises and instructor provides feedback. Self-study: Calculate salesperson KPI and submit to LMS before week 10	Lecture; Guided Questioning ; Group Discussion	Course Report	[1], [2]
10	Chapter 8	Sales planning and budgeting: Plans and expenditures	LLO8.1 – CLO2	Innovate sales planning and budgeting strategies	In-class: Students present reports. Instructor and class provide feedback. Self-study: Prepare quarterly sales plan (objectives, strategies, budget) and submit draft before week 11	Lecture; Guided Questioning ; Group Discussion	Course Report	[1], [2]
11	Chapter 8	Determining budget for sales activities: Budgeting methods	LLO8.2 – CLO3	Demonstrate ethics in budgeting and planning	In-class: Students present final reports; instructor and class evaluate. Self-study: Complete final plan and transparent budget before the exam	Lecture; Guided Questioning	Essay Examination	[1], [2]

5. MAPPING BETWEEN COURSE LEARNING OUTCOMES AND LESSON LEARNING OUTCOMES

Table 3: Mapping of CLOs and LLOs

Lesson Learning Outcomes	Course Learning Outcomes			Assessment Components
	CLO1	CLO2	CLO3	
LLO1.1	X			A1, A2
LLO1.2	X			A1, A2
LLO2.1		X		A3
LLO3.1	X			A1, A2
LLO3.2			X	A1, A2
LLO4.1	X			A1, A2
LLO5.1		X		A3
LLO6.1		X		A3
LLO7.1		X		A3
LLO8.1		X		A3
LLO8.2			X	A1, A2

6. COURSE ASSESSMENT

Table 4: Course Assessment

Assessment component	Assessment form	CLOs	Weight (%)
A1. Continuous assessment	Essay examination	CLO1, CLO3	30%
A2. Midterm	Oral presentation	CLO1, CLO3	30%
A3. Final assessment	Course report	CLO2	40%

7. COURSE REQUIREMENTS

Attendance: according to university regulations.

Students must read course materials provided by the instructor before each session on the Learning Management System (LMS – learn.lhu.edu.vn) or materials distributed beforehand.

Completing homework, answering short questions, performing quick in-class exercises, and participating in group discussions will be added to the continuous assessment score.

Students must complete all stages of group assignments according to the instructor's schedule.

8. LEARNING MATERIALS AND REFERENCES

References

[1] Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., Jr., & Williams, M. R. (2020). Sales management: Analysis and decision making (10th ed.). Routledge.

[2] Frank V. Cespedes, Trinh Hoang Kim Phuong (2023), Effective Sales Management, Youth Publishing House.

[3] Ha Thi Thuy Duong (2021), Sales Management, Information and Communications Publishing House.

9. SOFTWARE OR PRACTICAL SUPPORT TOOLS

Internet

Google Chrome

GENERAL CONVENTIONS

Symbol	Description
PLO/SO	Program Learning Outcomes
PI	Performance Indicators
CLO	Course Learning Outcomes
LLO	Lesson Learning Outcomes
GV	Lecturer
SV	Student

Dean / Program Head

Dong Nai, Date ... Month ... Year 2026

Course Instructor

Phan Thi Hoi