



1. General information

Course: SALES MANAGEMENT**Type:** ELECTIVE**Degree:** D003 - DOUBLE DEGREE IN LAW-BUSINESS MANAGEMENT AND ADMINISTRATION - (TO)**Center:** 6 - FACULTY OF LAW AND SOCIAL SCIENCES**Year:** 6**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54343**ECTS credits:** 4.5**Academic year:** 2021-22**Group(s):** 40 42**Duration:** C2**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MARIA DEL MAR GOMEZ RICO - Group(s): 40 42

Building/Office	Department	Phone number	Email	Office hours
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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
CE01	Manage and administer a company or organization, understanding its competitive and institutional location, and identifying its weaknesses and strengths.
CE02	Manage the entrepreneurial spirit, the ability to adapt to changes and creativity in any functional area of the company or organization.
CE06	Capacity for general management, technical management and management of research, development and innovation projects in any type of company or organization.
CG01	Possess skills for continuous, self-directed and autonomous learning, which will allow them to develop the learning skills necessary to undertake further studies with a high degree of autonomy.
CG03	Develop oral and written communication to prepare reports, research projects and business projects, and be able to defend them before any commission or group (specialized or not) in more than one language, collecting relevant evidence and interpreting them appropriately.
CG04	Make appropriate use of ICT, applying them to the corresponding business department with specific programmes in those business areas.
CG05	Ability to work as a team, lead, direct, plan and supervise multidisciplinary and multicultural teams in the national and international environment of the company and their respective departments, so as to achieve synergies beneficial to the entity.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

6. Units / Contents

Unit 1:**Unit 2:****Unit 3:****Unit 4:****Unit 5:****Unit 6:**

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 G01	0.8	20	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E06 G01 G03 G05	0.6	15	Y	N	
Writing of reports or projects [OFF-SITE]	Group Work	CE01 CE02 CE06 CG03	1.2	30	Y	N	

Project or Topic Presentations [ON-SITE]	Group Work	CG04 CG05 E06 G03 G04	0.2	5	Y	N	
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.1	2.5	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 G01 G03 G04	1.5	37.5	N	-	
Final test [ON-SITE]	Assessment tests	G01 G03	0.1	2.5	Y	Y	
Total:			4.5	112.5			
Total credits of in-class work: 1.8			Total class time hours: 45				
Total credits of out of class work: 2.7			Total hours of out of class work: 67.5				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Projects	50.00%	0.00%	
Assessment of problem solving and/or case studies	5.00%	0.00%	
Final test	40.00%	100.00%	
Assessment of active participation	5.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	15
Writing of reports or projects [AUTÓNOMA][Group Work]	30
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Final test [PRESENCIAL][Assessment tests]	2.5
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	15
Writing of reports or projects [AUTÓNOMA][Group Work]	30
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Final test [PRESENCIAL][Assessment tests]	2.5
Total horas: 112.5	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Martínez-López, F.J. y Maraver, G.	Distribución Comercial	Delta Publicaciones	Madrid	9788492453436	2009	
Molinillo, S.	Distribución Comercial Aplicada	ESIC	Madrid	97884735683634	2012	
Kotler, P. y Armstrong, G.	Principles of Marketing	Pearson Education Limited	Londres		2020	
Iglesias, A.	Manual de logística inversa	ESIC	Madrid		2018	
Hernández, E.M. y Hernández, L.C.	Manual de comercio electrónico	Marge Books	Barcelona		2018	