



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

**Course:** SALES MANAGEMENT

**Type:** ELECTIVE

**Degree:** 318 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (TO)

**Center:** 6 - FACULTY OF LAW AND SOCIAL SCIENCES

**Year:** 4

**Main language:** Spanish

**Use of additional languages:**

**Web site:**

**Code:** 54343

**ECTS credits:** 4.5

**Academic year:** 2023-24

**Group(s):** 40 42 45 43

**Duration:** C2

**Second language:** English

**English Friendly:** Y

**Bilingual:** N

**Lecturer:** MARIA DEL MAR GOMEZ RICO - Group(s): 40 42 45 43

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
E01	Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E06	Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

### 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	E01 E02 E06 G03 G04 G05	1.2	30	Y	N	

Project or Topic Presentations [ON-SITE]	Group Work	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	
<b>Total:</b>			<b>4.5</b>	<b>112.5</b>			
<b>Total credits of in-class work: 1.8</b>			<b>Total class time hours: 45</b>				
<b>Total credits of out of class work: 2.7</b>			<b>Total hours of out of class work: 67.5</b>				

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%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
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
<b>Total horas: 112.5</b>	

## 10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
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	
Martínez-López, F.J. y Maraver, G.	Distribución Comercial	Delta Publicaciones	Madrid	9788492453436	2009	