

Sales Management

The module Sales Management provides the necessary competences for the management of sales in diverse companies. Sales Management will emphasize on accurate sales forecasting and strategies to develop accurate revenue forecasts and projections. Furthermore, it will prepare the on how to analyze the product and service mix to develop sales plans that deliver volume and profit, how to use calculations of fixed and variable costs and on approaches of accurate expenses budgeting to ensure efficient and profitable operations. The module Sales Management aims to increase the students' ability regarding a systemic approach of the management functions for a profitable and sustainable sales strategy.

Module code

MANG 251

Semester

5th Semester

Credits

4 ECTS

Language

English

Duration

45 Hours / 2 Weeks

Study Program

For BA Study Programs – Management of Small and Medium Enterprises

Module Lecturers

- Gratiela Boca
- Aleksander Biberaj
- Olta Nexhipi
- Ervin Myftaraj