

BLWB450L International Sales Management

<i>International Sales Management</i>
Module overview
EDP designation: BWLB450L
Module leader(s): Markus Schwarz
Module scope (ECTS): 5 CP (45 hours of attendance and 105 hours of self-study including exam preparation)
Classification (semester): 3 rd or 4 th curriculum semester
Content requirements: Basic knowledge of general business administration, macro and microeconomics, comparable to the courses/modules of the same name
Prerequisites according to SPO: None
Competences: Students can understand a sales programme in an international context, analyse it using a change driver matrix and generate their own structural and procedural organisational design proposals based on this. In doing so, they create an essential basis for generating suggestions for change and improvement. By analysing and discussing change needs and change drivers, they understand the essential elements of change management and can apply them to changes in sales structures. Furthermore, they also understand the mechanisms of the marketing-sales interface and can analyse these in terms of changing environmental conditions in order to eliminate potential barriers to integration. An essential competence of international sales management is the conception of a key account strategy for cross-location support of international customers. Students are able to understand the essential phases of a key account relationship and can describe, understand and analyse a key account programme in order to implement its design in business practice. Students will be familiar with the main incentive mechanisms in international sales and will be able to assess various options for use with the help of case studies. Finally, students know the main design options for the delimitation of sales territories based on case studies and can apply these to practical examples.
Examination: Written exam (90 minutes)
Usability: Can also be used as an elective subject in the Bachelor's degree programme in Business Administration and Engineering.

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Lecturer: Markus Schwarz
Hours per week (SWS): 4 SWS
Availability: annually in the winter semester
Type and mode: Lecture / compulsory subject in the specialization International Marketing & Sales

Teaching language: German or English
Contents: Design of an international sales programme, change management in international sales, integration of sales and marketing, key account programmes, pricing, CRM system implementation, definition of an investment programme for international sales, organisation of international sales and territory demarcation, sales force recruitment and selection, performance control systems
Recommended literature: Guenzi, P., Geiger, S. (2011) Sales Management: A multinational perspective. Red Globe Press. Hill, C. W., Hult, T. M. (2019). <i>International Business: Competing in the Global Marketplace</i>. New York: McGraw-Hill Publishers. 12th edition (International Student Edition).
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