

Syllabus

PURCHASE AND SALES MANAGEMENT

Lecturer:

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Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of Business Economics.

Semester when the course unit is delivered:

6th.

ECTS credits:

6.

Level of course unit:

Bachelor.

Course Description

The following issues are studied:

- on the basis of a logical presentation of the main issues of development of the management system to characterize the activities of the enterprise for the management of procurement and sales;
- to form an idea of the strategic importance of the supply activities at the enterprise;
- develop students' ability to analyze information on purchased items on the most favorable conditions (price, terms, quality, etc.);
- to analyze the theoretical and practical aspects of maintaining an optimal stock of warehouse products and procurement items;
- to study the basics of the enterprise's commercial activities in the field of forecasting and sales
- explore the sales system of organizations of various types;
- give an idea of the organization of the sales department at the enterprise and its management methods;
- characterize customer loyalty and learn methods of gaining new customers;
- identify the features of managing key company customers;
- to study errors in the sales system of the enterprise and to analyze possible tools for their elimination.

Admission requirements

Applicants are expected to have completed the following courses:

- Business Economics
- Statistics

Course objectives

In this course you will:

- to form and systematize for use in their activities a knowledge system on the legal regulation of contractual, procurement, transport (logistics) activities in the Russian Federation;

- to study market conditions; analyze marketing information;
- identify various groups of goods in order to identify and prevent their falsification in the implementation of procurement activities;
- draw up a procurement management strategy for the enterprise; form strategic procurement departments; sales organization etc.

Course content

No	Topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
1.	Basic concepts in the field of procurement.	6	1	2	2	4
2.	Strategic aspects of supply	6	2		2	4
3.	Supply management	6	3	2	2	8
4.	Transport support of procurement activities	6	4		2	8
5.	Planning the needs of the enterprise in purchased products	6	5	2	2	8
6.	Inventory management	6	6		2	8
7.	Organization of procurement activities. Information and IT support for procurement management	6	7	2	2	8
8.	Features of public procurement management	6	8		2	8
	Abstract	6	8	-	-	4
9.	Sales and marketing. The basic components	6	9	2	2	8
10.	Sales system	6	10		4	12
11.	Sales forecast	6	11	2	2	8
12.	Organization of the sales department	6	12		2	12
	Test work	6	12	-	-	4
13.	Search for new customers. customer loyalty	6	13	2	2	6
14.	Management of key customers	6	14		2	6
15.	Blue Ocean Strategy	6	15	2	2	6
16.	Mistakes in the sales system and methods for their elimination	6	16		2	6
	Testing	6	17	-	-	4
	Intermediate Assessment (Exam)		18	-	-	36
	TOTAL			16	32	168

Learning activities and teaching methods

- Problem-based presentation of the information performed by both lecturers and students;
- Students' self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;

- Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;
- Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;
- Testing;
- Abstract writing;
- Fulfillment of Test work on the topics and examples provided.

Grading

- Class participation - 15%;
- Participation in discussion – 15%;
- Written abstract - 15%;
- Fulfillment of Test work – 20%;
- Testing – 15%;
- Exam – 20%.

Course Learning Outcomes

- fundamentals of contract law and contractual relations; basics of settlement relations in the Russian Federation; legal regulation of procurement for state needs; the fundamentals of legal regulation of foreign economic activity and the fundamentals of international law; foundations of civil and commercial law in a number of foreign countries;
- ways of forming the needs of customers in manufactured products; demand forecasting methods; market research tools;
- procurement items and their classification systems, systems for determining the quality of goods;
- strategic and tactical aspects of the supply activities of the enterprise; the methodology and principles of drawing up procurement and sales plans of the enterprise;
- business process of sales of manufacturing and trading enterprises; methods for assessing their effectiveness;
- methods and tools for the formation of logistics supply chains, selection from existing logistics schemes; procedure for organizing and managing logistics processes at the enterprise level.

Assessment methods and criteria

1. When fulfilling written tasks (abstracts, test work).

When writing a task:

1. A student was self-reliant in the task, showed completeness, preparedness of the proposed solutions.
2. Showed the level of creativity, originality in the disclosure of topics, approaches, and proposed solutions.
3. Demonstrated reasonableness of the proposed solutions, approaches, conclusions, complete bibliography, and citation.
4. Competently designed the task: there is a compliance with the standard requirements, high quality of sketches, diagrams, and drawings.

When defending a work:

- Prepared high-quality report on the following criteria: composition, full disclosure of the work, approaches, results; reasonableness, conclusiveness.
- Showed the scope and depth of knowledge on the topic (or subject), wide knowledge, interdisciplinary relationships.

- Demonstrated pedagogical orientation: culture of speech, use of visual aids.
- Gave substantive answers to the lecturer's questions: completeness, reasonableness, conclusiveness, intention to use the answers to successfully cover the topic and strengths of the work.
- Revealed his or her business and volitional qualities: pursuance of achieving high results, readiness for discussion, kindness, and sociability.

2. When writing tests.

- A “passed” grade is given to a student, if he or she gives more than a half of points of maximum amount of points.
- A “fail” grade is given to a student, if he or she gives a half or less of points of maximum amount of points.

3. When answering at the exam.

- An “excellent” grade is given to a student, if he or she demonstrates full understanding of the issue mentioned in the questions.
- A “good” grade is given to a student, if he or she demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he or she gives a “satisfactory” grade for answering the second question.
- A “satisfactory” grade is given to a student, if he or she does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he or she gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he or she does not answer the second question, an “unsatisfactory” grade is given.
- An “unsatisfactory” grade is given to a student, if he or she demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

Course literature:

Main reading list:

1. Jobber D. Sales and sales management / D. Jobber; D. Lancaster - Moscow: Unity-Dana, 2015 .- 622 p. <http://biblioclub.ru/index.php?page=book&id=114548>
2. Golova A. G. Sales management: textbook / A.G. Head - Moscow: Dashkov & Co. Publishing and Trading Corporation, 2017. - 279 from <http://biblioclub.ru/index.php?page=book&id=495767>

Additional reading list:

1. Karpova N.P. Strategic logistics of supply / N.P. Karpova - Moscow: Creative Economy, 2011. - 168 p. <http://biblioclub.ru/index.php?page=book&id=132808>
2. Zhuravlev V. A. Management of procurement and supply at the enterprise / V.A. Zhuravlev; A.N. Sayevets - Minsk: TetraSystems, 2012 .-- 144 p. <http://biblioclub.ru/index.php?page=book&id=136267>
3. Avilova V. V. Management of industrial clusters: a training manual / V.V. Avilova, N.A. Lamberova; The Ministry of Education and Science of the Russian Federation; Kazan National Research Technological University - Kazan: KNRTU Press, 2017 .-- 88 p. <http://biblioclub.ru/index.php?page=book&id=500470>
4. Management of production quality in international corporations: workshop - Stavropol: SKFU, 2016. - 167 p. <http://biblioclub.ru/index.php?page=book&id=459317>

Online resources

1. www.otb-retail.com - Procurement planning of trading companies Myotbplan.com. Official site.
2. www.imf.org - International Monetary Fond. Official site.
3. www.elibrary.ru - Science Library elibrary.ru. Official site.
4. www.worldbank.org - The World Bank. Official site.

5. www.oecd.org - The Organization for Economic Co-operation and Development (OECD). Official site.
6. The Economist - <https://www.economist.com>
7. Online courses in English, posted on the educational platform Coursera - International Business - <https://www.coursera.org/learn/international-business>.