

SCHOOL OF BUSINESS Graduate Management Programs Course Outline			
COURSE NAME:	Personal and Professional Sales for North America	COURSE NO.:	NABU 366
TERM:	Spring 2018	COURSE CREDITS:	3
INSTRUCTOR:		E-MAIL:	
OFFICE:		PHONE (LOCAL):	

SCHOOL OF BUSINESS VISION: To be Canada's most student-focused cross-disciplinary business school that provides innovative and relevant practice-based programs.

SCHOOL OF BUSINESS MISSION: We inspire and empower future industry-ready professionals committed to engaging in business and community.

COACHING HOURS: See the schedule posted outside of Instructor's office door

COURSE PREREQUISITES: None

REQUIRED TEXT: DuBrin, Andrew J. (2015). *Human relations: Interpersonal, Job-Oriented Skills*. 4th Edition, Pearson Education

Manning, G.L. (2010). *Selling Today, Partnering to Create Value*. 13th Edition, Pearson Education

Combined above 2 textbooks to create a Custom Capilano Textbook

Rackham, N. (1996). *The Spin Selling Field book: Practical Tools, Methods, Exercises, and Resources*. McGraw-Hill.

OTHER RESOURCES: Students will have access to Case Studies, Guest Speakers, Conferences and Workshops in order to better prepare themselves for this course.

COURSE FORMAT: Instructional hours: 2 x 1½ hrs or 1 x 3hrs/week x 13 weeks plus a two-week final exam period.

Fourth-hour activities: Students will be required throughout the course to both research and prepare for real life case scenarios

Expectations: Students are expected to attend class, pre read text material prior to class, vigorously participate in class and with teams for group project.

Moodle: Moodle will be a primary resource for students. All assignment instructions and course material will exist at this site.

COURSE DESCRIPTION: The ability to disseminate and present information clearly and articulately is a skill. This course will cover personal and professional selling techniques relevant to businesses in North America. Students will develop tools and techniques using a

dynamic and persuasive approach while demonstrating skill based communication, including active listening, feedback, and managing levels of resistance. The tools and systems of sales management will also be explored to prepare the individual for the human resource factor related to that type of position.

**LEARNING
OUTCOMES:**

Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

ABILITY	LEARNING OUTCOME	LEVELS*
Communications	C1. Develop an increased level of awareness of interpersonal and selling skills	4
	C2. Conduct a sales presentation using a dynamic and persuasive approach while demonstrating skill based communication, including active listening, feedback managing levels of resistance	3-5
	C3. Obtain a higher level of personal and professional sales confidence through developing Spin Selling technique	1-6
Analysis and Decision Making	A1. Be able to identify and apply different problem solving models and principles to Canadian and North American sales management situations	3-5
	A2. Gain a level of understanding of motivating principles in a sales environment and how to apply those principles	2-4
	A3. Provide insightful analysis in class to presented problems related to real life sales situations	3-5
	A4. Recognize theories of buyer motivation, customer objections and different closing techniques used in the selling process	3-5
	A5. Define appropriate team behaviour and engage in effective team activities to deliver a shared group project.	3-5
Social Interaction	S1. Contribute energy, problem solving research and implementation to a successful group project	3-5
	S2. Demonstrate an ability to persuade others in a sales situation	5
	S3. Display confidence and understanding in managing and motivating a sales team	3-5
Citizenship, Sustainability and Global Perspective	G1. Recognize and embrace multiple cultures, presentation styles, personalities in order to create an effective understanding of Canadian professional and personal sales	5
	G2. Practice ethical behaviour, acceptance and global awareness in all interactions	3-5

**See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.*

NABU 366 Course Outline

COURSE CONTENT:

Wk	Date	Topic	Readings	Assessment
1		Course Introduction HUMAN RELATIONS: Chapter 1 – A Framework for Interpersonal Skill Development	HR: Ch 1 HR: Ch 2	
2		HUMAN RELATIONS: Chapter 2 – Understanding Individual Differences	HR: Ch 3	<i>Interpersonal Skills Assessment Activity</i>
3		HUMAN RELATIONS: Chapter 3 – Building Self-Esteem and Self-Confidence	HR: Ch 4	
4		HUMAN RELATIONS: Chapter 4 – Interpersonal Communication	SL: Ch 1	<i>Building Self-Esteem and Self-Confidence Activity</i>
5		SELLING TODAY: Developing a Personal Selling Philosophy Chapter 1 – Relationship Selling Opportunities	SL: Ch 4	
6		SELLING TODAY: Developing a Relationship Strategy Chapter 4 - Creating Value with a Relationship Strategy	SL: Ch 5	
7		SELLING TODAY: Chapter 5 - Communication Styles: A Key to Adaptive Selling	SL: Ch 6	<i>Midterm Exam</i>
8		SELLING TODAY: Developing a Product Strategy Chapter 6 – Creating Product Solutions	SPIN: Ch 1	<i>Developing a Relationship Sales Strategy Assignment</i>
9		SPIN: Using the SPIN Selling Field book Introduction: Using the SPIN Model	SPIN: Ch 5	
10		SPIN: Putting SPIN to work Focusing on Buyer Needs	SPIN: 7,8 SPIN: 9,10	
11		SPIN: Situation and Problem Questions Implication and Need Payoff Questions	SPIN: 11,12	<i>Focusing on Buyer Needs Assignment</i>
12		SPIN: Demonstrating Capability and Sharpening Skills		
13		TEAM PRESENTATIONS: Using the SPIN Model		<i>Team Presentations Using the SPIN Model</i>
14 & 15		EXAM PERIOD		<i>Final Exam</i>

*Schedules/Dates: Schedules shown here may change and the exact dates and times for the exams and the quizzes will be announced in class and/or on Moodle.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual / Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship, Sustainability and Global Perspective
Interpersonal Skills Assessment Activity	10%	I&G	x	x	x	x
Building Self-Esteem and Self-Confidence Activity	10%	I&G	x	x	x	x
Midterm Exam	20%	I	x	x		x
Developing a Relationship Sales Strategy Assignment	10%	I & G	x	x	x	x
Focusing on Buyer Needs Assignment	10%	I&G	x	x	x	x
Team Presentations Using the SPIN Model	20%	G	x	x	x	x
Final Exam	20%	I	x	x		x
Total	100%					

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Grading Profile:

A+	90-100	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	49 and below
A-	80-84	B-	70-72	C-	60-62		

Emergency Procedures: In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

SCHOOL OF BUSINESS POLICIES:

- Attendance:** Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.
- Professional Behaviour:** Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.
- English Usage:** All assignments are marked for correct English usage, proofreading and formatting.
- Missed Exams and Quizzes:** Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, will be required. For further information, refer the "Examination & Pivotal Presentation Exemption Policy".
- Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.
- Cheating and Plagiarism:** Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.
- Penalties for Cheating and Plagiarism:** A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
- Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

COURSE LEVEL POLICIES:

In addition to Capilano University and the School of Business policies, the following policies govern the management of this course and its curriculum.

- Programmable Tools:** Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.