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| Module title | | Abbreviation |
| Sales Controlling & Management | | 12-VeCo-092-m01 |
| Module coordinator | | Module offered by |
| holder of the Chair of Chair of Business Management, Controlling and Accounting | | Faculty of Business Management and Economics |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 5 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | undergraduate | Registration for assessment: as specified. |
| Contents | | |
| <p>The focus of the lecture is the support of sales management by controlling. The course covers the positioning of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sales controlling as a subset of overall controlling in different business organisations. The course discusses basic requirements of an ideal support of sales by controlling as well as possible elements with which this support function can be realised, such as management information systems, target management and customer relationship management.</p> | | |
| Intended learning outcomes | | |
| <p>Knowledge about the practice of working in sales management and the associated sales is acquired. By displaying theoretical tools to support sales management by the controlling and the balance with the reality in companies, participants further acquire skills to evaluate the possible use of sales management tools in practice.</p> | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| V (no information on SWS (weekly contact hours) and course language available) | | |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) | | |
| term paper (approx. 20 pages) and written examination (approx. 60 minutes), weighted 2:1 | | |
| Allocation of places | | |
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| Additional information | | |
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| Workload | | |
| -- | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| <p>Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)</p> | | |