

<b>Module title</b>		<b>Abbreviation</b>
Sales Accounting & Management		12-VeCo-212-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<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>		
<b>Intended learning outcomes</b>		
<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>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>40 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Master's degree (1 major) China Business and Economics (2021)            Bachelor' degree (1 major) Business Information Systems (2021)            Bachelor' degree (1 major) Economathematics (2021)            Bachelor' degree (1 major) Business Management and Economics (2021)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)            Bachelor' degree (1 major) Economathematics (2022)            exchange program Business Management and Economics (2022)            Bachelor' degree (1 major) Business Information Systems (2023)</p>		



Bachelor' degree (1 major) Economathematics (2023)

Bachelor' degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)