**Course Syllabus**

Academic year: 2020-2021

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| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | Management |
| Level | Bachelor |
| Program of study | Management |

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| Course | **Supply and Sales Management** |
| Code | C.A.2.2.11 |
| Year of study (semester) | II (IV) |
| Number of hours | 56 |
| Number of credits | 4 |
| Professor | Assoc. Prof., Ph.D. Virginia BĂLEANU |

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| **No.** | **Topic** |
|  | **Introductory concepts in supply management** (the process, specific activities and objectives of supply management) |
|  | **Strategic approaches of supply management** (basic concepts, methods and tools for planning material requirements, managing supplier relationships, supply orders and inventories) |
|  | **Organization and coordination in supply management** (typical organizational structures, staffing and leading) |
|  | **Monitoring and assessing the supply process management** (analytical tools, measures and assessments of performance in supply management) |
|  | **Introductory concepts in sales management** (the process, specific activities and objectives of sales management) |
|  | **Strategic approaches of sales management** (basic concepts, methods and tools related to the sales force strategy, forecasts and plans of selling, management of product portfolio and customer relationships) |
|  | **Organization and coordination in sales management** (typical organizational structures, staffing and leading) |
|  | **Monitoring and assessing the sales management process** (analytical tools, measures and assessments of performance in sales management) |