

# Minnesota State College Southeast

## RESL 2228: Sales Business Concepts & Trends

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: 6

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course covers information on familiarizing the student with how a sales business is operated in today's highly competitive electronic society. (Prerequisite: None) (3 credits: 0 lecture/3 lab)

**B. COURSE EFFECTIVE DATES:** 09/29/1998 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

#### **D. LEARNING OUTCOMES (General)**

1. Analyze economic trends/sales business effects
2. Analyze product/service quality trends
3. Analyze sales business competition
4. Analyze sales business profits
5. Analyze territory management trends
6. Analyze time management trends
7. Create sales business goals/objectives
8. Create sales business strategies
9. Describe economics trends
10. Describe product/quality control importance
11. Describe sales business competition importance
12. Describe sales business control methods
13. Describe sales business forecasting methods
14. Describe sales business information systems
15. Describe sales business policies/procedures importance
16. Describe sales business strengths/weaknesses
17. Describe sales contract importance
18. Describe sales management trends
19. Describe sales methods trends
20. Describe sales mission importance
21. Describe sales training trends
22. Describe uniform commercial code/sales business impact
23. Forecast sales business direction
24. Identify computerization importance
25. Identify customer service trends
26. Identify economics/sales business relationship
27. Identify government regulations/sales business effects
28. Identify planning/sales business relationship
29. Identify sales budget importance
30. Identify sales business capabilities
31. Identify selling strategy importance
32. Interpret sales business financial statements
33. Interpret sales business ratios
34. Layout sales business physical plant
35. Manage sales territory profitability
36. Prepare sales budget

#### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted