

# The University Of Toledo

## New Graduate Course Proposal

\* denotes required fields

1. College\*:

Department\*:

2. Contact Person\*:  Phone:  (xxx - xxxx) Email:

3. Alpha/Numeric Code (Subject area - number)\*:  -

4. Proposed title\*:   
Proposed effective term\*:  ( e.g. 201140 for 2011 Fall)

5. Is the course cross-listed with another academic unit?  Yes  No

Approval of other academic unit (signature and title)

Is the course offered at more than one level?  Yes  No

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the [New Undergraduate Course Proposal](#); if the undergraduate course is existing, submit an [Undergraduate Course Modification Proposal](#).

6. Credit hours\*: Fixed:  or Variable:

to

7. Delivery Mode:

	Primary*	Secondary	Tertiary
a. Activity Type *	<input type="text" value="Independent Study"/>	<input type="text" value="--SelectType--"/>	<input type="text" value="--SelectType--"/>
b. Minimum Credit Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
Maximum Credit Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
c. Weekly Contact Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>

8. Terms offered:  Fall  Spring  Summer

Years offered:  Every  Alternate

**Year**                      **Years**

9. Are students permitted to register for more than one section during a term?                       No     Yes

May the courses be repeated for credit?                       No     Yes                      Maximum Hours

10. Grading System\*:
- Normal Grading (A-F, S/U, WP/WF, PR, I)
  - Satisfactory/Unsatisfactory (A-C, less than C)
  - Grade Only (A-F, WP/WF, PR, I)
  - Audit Only
  - No Grade

11. Prerequisites (must be taken **before**): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

- PIN (Permisson From Instructor)                       PDP (Permission From Department)

Co-requisites (must be taken **together**):

12. Catalog Description\* (**75 words Maximum**)

In this integrated learning project, students will conduct extensive research on their company and demonstrate advanced comprehension of sales, marketing, client requirements, financial data and sales operational strategies, concepts and metrics. Students will prepare a written analysis and deliver a graded, board room level presentation to faculty and business assessors on emerging issues and potential sales opportunities for their employer.

13. Attach a syllabus - a syllabus template is available from the University Teaching Center. Click [here](#) for the Center's template.

File Type	View File
Syllabus	<a href="#">View</a>

14. Comments/Notes:

See attached syllabus for detail.

### 15. Rationale:

This course is part of a 9 course curriculum associated with the newly proposed Executive Master of Sales Leadership degree program.

### Course Approval:

Department Curriculum Authority:	Michael Mallin	Date	2017/01/19
Department Chairperson:	Thomas W. Sharkey	Date	2017/01/20
College Curriculum Authority or Chair:	Michael Mallin	Date	2017/01/20
College Dean:	Anand S. Kunnathur	Date	2017/01/20
Graduate Council:	Constance Schall (GC 2.7.2017)	Date	2017/02/15
Dean of Graduate Studies:	Amanda Bryant-Friedrich	Date	2017/02/16
Office of the Provost :		Date	

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### Administrative Use Only

**Effective Date:**

  (YYYY/MM/DD)

**CIP Code:**

**Subsidy Taxonomy:**

**Program Code:**

**Instructional Level:**

### Registrar's Office Use Only

**Processed in Banner on:**

 

**Processed in Banner by:**

**Banner Subject Code:**

**Banner Course Number:**

**Banner Term Code:**

**Banner Course Title:**

## **Executive Masters in Sales Leadership (EMSL) Course Syllabus**

1. Title of Course: **Corporate Sales Assessment and Strategy Development**  
Course Number: **EMSL6702 (2 credits)**

Course Format: **Guided independent Study**

2. Description of course:

In this integrated learning project, students will conduct extensive research on their company and demonstrate advanced comprehension of sales, marketing, client requirements, financial data and sales operational strategies, concepts and metrics. Course topics include financial analysis, customer relationship evaluation, assessment of sales / customer conditions within their firm and competitive assessment of their employer's business environment. Students will prepare a written analysis and deliver a graded, board room level presentation to faculty and business assessors on emerging issues and potential sales opportunities for their employer.

3. Course Prerequisites: None

4. Course Objectives:

As a product of research and in person meetings with senior management, sales personnel and functional leaders throughout their organizations, students prepare and present a comprehensive report and executive level presentation including assessment and recommendations for improvements within their sales organization.

5. Student Learning Outcomes:

Upon completion of this course students will be able to:

- Identify major business issues and sales specific challenges confronting their employers.
- Describe in detail the internal organizational factors, competitive threats / opportunities, operational strengths / weaknesses, and customer trends / demands that are impacting sales / management productivity.
- Provide written action plans / recommendations for specific sales / business development initiatives within their firms.
- Provide cost benefit analysis for recommendations.
- Present detailed implementation plans.
- Develop plan implementation, monitoring and evaluation processes.

5. Topical Outline of Course Content:

- Sales goal setting and planning: Problems / Objectives.
- Intra-company sales organization analysis.
- Determining organizational functions to contact / involve.
- Sales organization planning and change objectives.
- Aligning internal sales processes and company growth goals.
- Internal sales culture, values, and performance measures.
- Sales initiatives and opportunity / cost analysis.
- Analyzing the present sales organization / situation.
- Identifying and managing resistance to change implementation.
- How to introduce a strategic sales management system.
- Resource planning to achieve targeted goals.
- Preparing and presenting action plans for management approval.
- Initiating and confirming resource allocation commitments.
- Implementation plans, progress review and resource control
- Conducting progress reviews.

7. Guidelines and Suggestions for Teaching Methods and Student Learning Activities:

- This research project will require extensive written reports on assigned sales management firm-level issues
- A live video recorded “board room” presentation to faculty, industry and employer selected assessors.
- The final project will be a comprehensive executive level presentation covering company, industry and major / key client sales issues, leadership best practices, sales trends and business opportunities.

8. Guidelines and Suggestions for Methods of Student Assessment:

- Intensive Research Project 100%

9. Suggested Readings, Texts & Objects of Study:

- *Aligning Strategy and Sales: The Choices, Systems, and Behaviors That Drive Effective Selling* by Frank V. Cespedes (September 2, 2014)
- *Sales Strategy for Business Growth* by Julian Clay, Martin Clay (July 22, 2013)
- *Enterprise Growth Strategy Vision, Planning and Execution* By Dhirendra Kumar (2010)
- *Sales Management: Strategy, Process and Practice* Javier Marcos Cuevas, Bill Donaldson, Régis Lemmens Palgrave Macmillan, (Jan 4, 2016)
- *Reengineering the Corporation: A Manifesto for Business Revolution.* Michael Hammer, James Champy, James Champy. HarperCollins Publishers. (2003).
- *Ten Rules for Strategic Innovators: From Idea to Execution.* Vijay Govindarajan, Chris Trimble Publisher. Harvard Business School Press (2005)
- *The First 90 Days: Critical Success Strategies for New Leaders at All Levels.* Michael Watkins. Harvard Business School Press. (2003).
- *Successful Business Plan: Secrets and Strategies.* Rhonda M. Abrams, Eugene Kleiner, Andrew Anker. The Planning Shop. (2003).

## Bibliography:

- *Marketing Strategy for Small- to Medium-Sized Manufacturers: A Practical Guide for Generating Growth, Profit, and Sales* by Charles France (May 15, 2013)
- *Creating the Strategy: Winning and Keeping Customers in B2B Markets* by Rennie Gould (October 25, 2012)
- *Building a Winning Sales Force: Powerful Strategies for Driving High Performance* by Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer (March 6, 2009)
- *Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value (2nd Edition)* by Reed K. Holden (October 22, 2015)
- *Applied Strategic Planning: How to Develop a Plan That Really Works*. Leonard Goodstein, J. William Pfeiffer, Timothy Nolan, J. Pfeiffer McGraw-Hill Companies. (1993)
- *Beyond Strategic Vision: Effective Corporate Action with Hoshin Planning*. Michael Cowley, Ellen Domb. Elsevier Science & Technology Books. (1997)
- *Predictable Surprises: The Disasters You Should Have Seen Coming, and How to Prevent Them*. Max H. Bazerman, Michael Watkins, Michael D. Watkins. Harvard Business School Press. (2004)
- *The Business Planning Guide: Creating a Winning Plan for Success*. David H. Bangs, Janice Hastings. Kaplan Publishing. (2002).
- *Contemporary Strategy Analysis*. Robert M. Grant. Wiley, John & Sons, Incorporated. (2007).